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FACULTAD DE CIENCIAS DE LA INFORMACIÓN

TESIS DOCTORAL

Consumer experience in a multichannel retail environment:
a cross-country study of the fashion sector

La experiencia del consumidor en un entorno de distribución multicanal:
un análisis transnacional del sector textil

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CONSUMER EXPERIENCE IN A MULTICHANNEL RETAIL ENVIRONMENT: A CROSS-COUNTRY STUDY OF THE FASHION SECTOR

LA EXPERIENCIA DEL CONSUMIDOR EN UN ENTORNO DE DISTRIBUCIÓN MULTICANAL: UN ANÁLISIS TRANSNACIONAL DEL SECTOR TEXTIL

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Madrid, 2014

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1. Introducción

El entorno de la distribución es hoy más competitivo que nunca. En un escenario dominado por los distribuidores multicanal, Internet ha supuesto una revolución y sus efectos han transformado y continuaran transformando el sector de la distribución en los próximos años (OXIRM, 2006).

El desarrollo de Internet como canal ha generado un cambio en toda la cadena de valor, desde el fabricante al consumidor (Griffiths y Howard, 2008) representando un importante potencial para todos los actores involucrados. Para los distribuidores, se estima que en 2020 el comercio electrónico representará el 30% del total de las ventas. Para los consumidores, el comercio electrónico permite el acceso a una amplia variedad de productos, a precios mas bajos (Euromonitor Internacional, 2011) lo que representa un potencial que puede cuantificarse en una ganancia global para los consumidores europeos de 204 billones de euros al año en la hipotética situación de que un 15% del total de las ventas se realizasen a través de Internet (Comisión Europea, 2012).

Sin embargo, pese a este potencial que representa el canal, su desarrollo en los diferentes países de la Unión Europea es muy desigual. España ocupa el 17º lugar en el ranking de países de la UE en uso del comercio electrónico, con un 39% de usuarios que compraron productos o servicios a través de Internet en 2011, lejos de la media de la UE - 58% - y de países como Reino Unido en los que este porcentaje se eleva al 82% (Seybert, 2011). Estas diferencias en el nivel de desarrollo del comercio electrónico generan una pérdida de potencial del canal, por lo que es necesario determinar las causas que las producen.

Los aspectos tecnológicos, legislativos y competitivos desempeñan un papel fundamental en el desarrollo y crecimiento del comercio electrónico. Pero los factores relacionados con la aceptación del consumidor son también cruciales (Reynolds y Cuthbertson, 2004). Precisamente uno de los principales factores que determinan porque unos países están más avanzados que otros en la adopción del comercio electrónico es la experiencia de compra de los consumidores en el canal (Comisión Europea, 2012).

España y Reino Unido ejemplifican dos países con niveles de adopción de comercio electrónico muy diferentes. Reino Unido es el mercado más maduro en comercio electrónico de Europa y el segundo a nivel mundial mientras que en España la compra a través de Internet no se ha desarrollado como se esperaba. Especialmente teniendo en cuenta que España es uno de los principales mercados en el uso de Internet y que encabeza, junto con Reino Unido, la adopción de terminales inteligentes y la penetración de Internet móvil (Fundación Telefónica, 2013).

Las diferencias entre ambos países se agudizan especialmente en el sector textil. En España se ha producido una retracción en las ventas a través de Internet de las empresas de moda en el último año (ONTSI, 2012), dato que contrasta con los resultados positivos del sector a nivel global y con las previsiones positivas de crecimiento para el próximo ejercicio, además de con el crecimiento experimentado por otros sectores en sus ventas a través de Internet (ONTSI, 2012). En el caso de Reino Unido la venta de moda a través de Internet está experimentando un constante crecimiento, siendo la categoría mas popular y de mayor crecimiento en el último año (Clifford, 2012). Por todas estas razones, se trata de un sector de especial interés para centrar nuestra investigación en él.

Por tanto, dado el potencial económico y las perspectivas de crecimiento del comercio electrónico parece necesario investigar las causas por las que España acusa un menor nivel de desarrollo en la compra a través de Internet. Considerando que la experiencia de compra en el canal parece ser un elemento fundamental que explique esto, vamos a realizar esta investigación desde una perspectiva experiencial y estableciendo una comparativa con un país que representa el extremo opuesto. A continuación procedemos a detallar los objetivos de la investigación.

2. Objetivos de la Investigación

Esta investigación se plantea con el objetivo general de incrementar el conocimiento acerca de las percepciones y el comportamiento de los consumidores multicanal, dentro del sector textil y desde una perspectiva trasnacional. Este objetivo general se concreta en 4 objetivos específicos que se abordarán en 4 capítulos diferentes de la investigación:

- El primer objetivo busca establecer la naturaleza de la experiencia de compra del consumidor español en tiendas físicas e Internet y determinar como influye esta experiencia en la intención de búsqueda y la intención de compra del consumidor en esos canales de distribución.

- El segundo objetivo tiene que ver con los efectos que la recesión económica española está teniendo en los consumidores y como está determinando sus percepciones, motivaciones y uso de diferentes canales en el sector textil.

- El tercer objetivo de esta investigación pasa por establecer si las diferencias entre España y Reino Unido en cuanto al nivel de desarrollo del comercio electrónico en el sector textil están basadas en diferencias en las actitudes y el comportamiento de los consumidores de ambos países con respecto a la compra online.

- Finalmente se persigue analizar si el mayor nivel de desarrollo del comercio electrónico en Reino Unido tiene efectos en la experiencia de compra de moda considerada de forma global y en las motivaciones y expectativas de los consumidores a la hora de usar diferentes canales.

Los objetivos de la investigación guiarán la estructura de la misma tal y como se detalla a continuación.

3. Estructura de la Investigación

La tesis consta de un total de 6 epígrafes: capítulo introductorio, 4 capítulos correspondientes a los objetivos de la investigación mencionados y conclusiones generales, tal y como puede apreciarse en el siguiente esquema incluido en la Figura 1:

Figura I: Estructura de la investigación

Introducción: contexto de la investigación, conceptos generales, marco teórico, metodología

Capítulo 1: La influencia de los valores de compra hedónicos y utilitarios en la intención de búsqueda e intención de compra del consumidor	**Capítulo 2:** La importancia de la experiencia de compra en tiempos de recesión económica
Capítulo 3: El rol de las diferencias culturales en la internacionalización del sector textil; un análisis trasnacional	**Capítulo 4:** La industria textil y la distribución multicanal; el rol de la experiencia en la compra a través de Internet y la influencia entre canales

Conclusiones Generales: contribucion, limitaciones, investigación adicional

Fuente: elaboración propia

La *introducción* establece el marco general de la investigación, hace una revisión de los conceptos generales de la misma y expone el marco teórico y la metodología aplicada en la investigación empírica. De esta manera se revisan los conceptos de experiencia del consumidor y distribución multicanal, así como las dinámicas que caracterizan al sector textil y que lo hacen relevante para esta investigación.

Los capítulos 1 y 2 están centrados en el caso español y tratan de establecer una visión general de la experiencia de compra en diferentes canales de distribución dentro del sector textil y como está experiencia afecta a diferentes variables de comportamiento, sin olvidar la influencia de un factor contextual de suma importancia como es la recesión económica.

El capítulo 3 toma en consideración el rol que juegan las diferencias culturales en el uso del comercio electrónico, tratando de extraer algunos aprendizajes a partir de la comparación de dos países que representan dos extremos en la adopción de la compra a través de Internet dentro del sector textil, España y Reino Unido.

El capítulo 4 se centra en Reino Unido y parte de la premisa de que el alto nivel de experiencia en compra a través de Internet de los consumidores británicos puede crear expectativas diferentes e influir en las percepciones y motivaciones de estos consumidores a la hora de usar diferentes canales dentro del sector textil.

Es importante destacar que la estructura de esta tesis hace que cada capítulo tenga su propio desarrollo teórico, su propia formulación de hipótesis u objetivo exploratorio, su análisis de resultados específico mediante la aplicación de diferentes métodos de análisis y consecuentemente sus propias conclusiones e implicaciones basadas en el objetivo específico que se busca en cada uno de ellos. No obstante, de la misma manera que el capítulo introductorio establece las bases generales de la investigación y desarrolla los conceptos generales, el capítulo final de la tesis establece unas conclusiones generales derivadas de la investigación en su totalidad, así como la contribución de la misma, sus limitaciones y la propuesta de diferentes opciones de investigación adicional.

4. Marco teórico de la investigación

El valor de compra hedónico y utilitario

El concepto de valor ha sido definido de múltiples formas en la literatura. Zeithaml (1988, p.13) se refiere a él como *'todos los factores, cualitativos y cuantitativos, objetivos y subjetivos, que forman la experiencia de compra en su totalidad'*. En consecuencia, el valor no se limita a la adquisición de un producto sino que es considerado como un resultado clave en un modelo general de experiencias de consumo (Hoolbrook, 1986).

Babin et al. (1994) hacen referencia a dos tipos de valor experiencial: hedónico y utilitario. El consumo hedónico se refiere a aquellas facetas del comportamiento del consumidor relacionadas con los aspectos multisensoriales, fantasiosos y emocionales de la propia experiencia con el producto (Hirschman y Holbrook 1982). Es subjetivo e individualista y se relaciona con adjetivos como diversión, placer, libertad, fantasía o escape de la realidad (Irani y Heidorzaden, 2011). Babin et al. (1994) lo definen como el entretenimiento percibido y el valor emocional que proveen las actividades de compra. A diferencia de este, el valor utilitario es racional y está orientado a un objetivo (Arnold y Reynolds, 2003). Implica la adquisición de productos de una manera eficiente y deliberada y se considera como una actividad cognitiva y no emocional (Hirschman y Holbrook 1982). El consumidor recibe valor utilitario cuando obtiene el producto deseado y este valor se incrementa a medida que el consumidor obtiene el producto con menos esfuerzo (Babin et al. 1994). Las dimensiones hedónica y utilitaria son importantes porque tienen una presencia constante en todos los procesos de consumo (Babin at al.1994; Jones et al. 2006; Irani y Heidorzaden, 2011) y el valor que el consumidor obtiene de la experiencia de compra en su totalidad es la suma del valor hedónico y del valor utilitario de la misma (Kim y Sullivan, 2007).

Centrándonos en el sector textil, podemos hablar de productos que han sido clasificados como de alto valor hedónico (Crowley et al, 1992; Levy 1959) debido a sus propiedades simbólicas y experienciales (Holbrook y Hirschman, 1982). Pero a la hora de medir la experiencia de compra del consumidor, también la dimensión utilitaria debe ser tenida en cuenta (Holbrook y Hirschman, 1982).

Por todo ello podemos concluir que ambos valores son necesarios para explicar el proceso de compra (Arnold y Reynolds, 2003, Irani y Heidorzaden, 2011) y que son un elemento esencial para entender el comportamiento del consumidor y un aspecto clave para predecir sus elecciones e intenciones de compra futuras (Irani y Heidorzaden, 2011), lo que convierte a este marco teórico en el adecuado para desarrollar esta investigación.

Los valores hedónicos y utilitarios y los canales de distribución

A la hora de analizar la relación entre los valores de compra y los canales de distribución considerados en esta investigación, podemos decir que la tienda física provee una experiencia multisensorial que busca inspirar sentimientos y pensamientos en el consumidor de cara a provocar una respuesta actitudinal (Bittner, 1992, Balasubramanian et al., 2005). Por ello, tradicionalmente se ha asociado el valor de compra hedónico a las tiendas físicas, en parte debido a que la naturaleza socialmente visible de éste canal hace que el consumidor la perciba como una experiencia de disfrute (Roy et al., 2005, Gavilán et al., 2010). A consecuencia de ello y de la naturaleza instrumental de Internet, el estudio del comportamiento del consumidor en relación al comercio electrónico se ha hecho habitualmente desde una perspectiva utilitaria que ahora resulta insuficiente (To et al, 2007). Las investigaciones más recientes sugieren que los atributos utilitarios o funcionales ya no dirigen el comportamiento de compra en Internet y que los avances en tecnología digital y la experiencia de los compradores han traído consigo la búsqueda de valor hedónico en la compra a través de Internet (Eymery, 2010). De hecho, Then y Delong (1999) sostienen que si los distribuidores de moda no tienen más éxito online es porque no son capaces de proveer la riqueza en la experiencia que los consumidores están buscando. Otros estudios destacan también que el disfrute es un importante indicador de actitudes hacia la compra en Internet (Childers, 2001) concluyendo que los motivos hedónicos y sociales, importantes para la compra en general, también lo son para la compra a través de Internet. De hecho, la presencia de elementos hedónicos influye en el estado cognitivo y emocional del comprador, generando satisfacción y disfrute en el proceso de compra online (Eroglu et al., 2003).

A la vista de estas y otras investigaciones que se analizan con detalle en la tesis podemos concluir que el valor hedónico es un importante indicador de la compra a través de Internet y que la percepción de su menor presencia con respecto al valor utilitario puede ser una razón que explique el índice de compra de moda a través de Internet que existe en España. De hecho, Babin y Attaway (2000) demuestran además que las percepciones de valor hedónico y utilitario de una web influyen en la intención de compra en esa web y en el caso concreto del sector textil, la búsqueda de motivación emocional es fundamental en el consumo de sus productos (Levi, 1959).

5. Metodología

Para alcanzar los objetivos planteados en la investigación se procedió a la realización de un cuestionario (Jones et al., 2006; Carpenter y Moore, 2009; Irani y Heidarzadeh, 2011). El cuestionario está dividido en 3 partes con objetivos diferentes.

- La primera parte tiene un objetivo exploratorio y esta dirigida a obtener información sobre el uso que de Internet hacen los encuestados. Para elaborarla, se ha partido de preguntas planteadas en las encuestas realizadas por ONTSI, INE, GMDI y Mintel principalmente.
- La segunda parte tiene como objetivo medir el valor de compra percibido por el consumidor en sus últimas experiencias de compra y sus motivaciones para usar los

canales de distribución analizados, basándonos en el marco teórico propuesto. Asimismo en esta parte se incluyen las preguntas relativas a la intención de búsqueda y a la intención de compra en tiendas e Internet, al nivel de experiencia en la compra de moda online y otras cuestiones de naturaleza exploratoria como el comportamiento multicanal de los consumidores o el producto que compraron en su última experiencia de compra. Las escalas de medición aplicadas se detallan en el apartado correspondiente.

- Finalmente, la última parte del cuestionario está dedicada a obtener información demográfica, incluyendo sexo, edad, formación, situación laboral y nivel de ingresos.

Método de selección de muestra

Dado que la definición de las características de la muestra depende de los objetivos de la investigación, en este caso se ha buscado reflejar diferentes segmentos de edad y ambos sexos, para paliar la limitación señalada por Marciniak y Bruce (2007) relativa a que las investigaciones en el sector textil están mayoritariamente centradas en estudiantes o mujeres. Como criterios básicos, la encuesta se dirigió a consumidores con edades comprendidas entre los 16 y 60 años y con experiencia de compra de moda y complementos en tiendas físicas y en Internet (entendiendo por experiencia de compra el proceso de búsqueda y/o compra en ambos canales). Esta definición de la muestra es consistente con el perfil de Internauta comprador presentado por ONTSI (2012) para España y por Drapers (2012) para Reino Unido.

El cuestionario se realizó a través de Internet. Para lograr la muestra en base a los objetivos propuestos, se seleccionaron correos electrónicos de personas de distintos ámbitos culturales, laborales y económicos que cumplieran los mencionados requisitos, solicitándoles que a su vez los enviaran a otras personas. Este procedimiento de muestreo ha sido ampliamente usado en investigación social demostrando ser un método eficiente y efectivo que produce resultados en profundidad y con bastante rapidez (Biernacki y Waldorf, 1981). Para paliar la limitación de validación de la muestra que el muestreo de 'bola de nieve' presenta (Van Meter, 1990; Kaplan et al, 1987) hemos trabajado con muestras grandes y representativas en términos demográficos del fenómeno objeto de estudio (Van Meter, 1990, Pollok y Schlitz, 1988). Además, siguiendo la recomendación de Van Meter (1990) se ha contado con un elevado número de personas para distribuir el cuestionario entre diferentes grupos, sin relación entre ellos, de manera que no compartiesen determinadas características entre ellos que no tiene el resto de la población.

El cuestionario fue aplicado entre marzo y agosto de 2012, obteniendo un total de 1522 cuestionarios completos en España y 439 en Reino Unido.

6. Capítulo 1: La influencia de los valores de compra hedónicos y utilitarios en la intención de búsqueda e intención de compra del consumidor

España es uno de los principales mercados en el uso de Internet de la UE (Euromonitor International, 2011b) con 16,5 millones de personas conectándose a Internet a diario y

25,2 millones de personas haciéndolo ocasionalmente (ONTSI 2012b). Pese a la recesión, el número de líneas de banda ancha ha crecido de forma continuada en los últimos años (CMT, sept. 2012). Pero además, Internet es un medio importante para los consumidores españoles, excediendo su uso al de la televisión (Relaño, 2011). Y España encabeza, junto con Reino Unido, la penetración de Internet en el móvil (Fundación Telefónica, 2013).

Sin embargo, España ocupa actualmente el 17º lugar en el ranking de la UE en uso del comercio electrónico (Seybert, 2011). Entre las causas que explican este menor nivel de desarrollo con respecto a otros países europeos se encuentran las puramente económicas (Fundación Orange, 2011), la falta de seguridad con respecto a los procedimientos de pago y la protección de datos (San Martín et al. 2009) o el hecho de que el comercio electrónico no sea una actividad valorada por los usuarios españoles (Relaño, 2011).

De hecho, los usuarios españoles parecen ser más buscadores que compradores, pero contrariamente a las teorías que afirman que la intención de búsqueda a través de Internet es la variable que más influencia la intención de compra en el canal (Watchravesringkam y Shim, 2005), en el caso de España no hay correlación entre los altos índices de búsqueda y la compra. Referido a la búsqueda a través de Internet es posible diferenciar entre la búsqueda con un objetivo determinado y la búsqueda exploratoria, relacionadas a su vez con una actitud hedónica o utilitaria (Cotte et al., 2006). La revisión de la literatura sugiere que los consumidores españoles llevan a cabo una búsqueda de información orientada a un objetivo concreto y que su percepción del comercio electrónico es de naturaleza predominantemente instrumental (Fransi y

Viadiu, 2007). Parece que todavía son escépticos con respecto a los beneficios del canal digital (Mintel, 2011) y una de las razones podría ser que los consumidores españoles han tenido menos incentivos para usar el comercio electrónico que los consumidores de otros países (Camus y Bracewell, 2009).

Respecto al sector textil, se trata de una categoría que ha sido recientemente introducida en la actividad de búsqueda y compra online de los consumidores españoles y que por su naturaleza correspondería a un patrón de búsqueda más exploratorio. Se trata de productos que han sido clasificados como de alto valor hedónico debido a sus propiedades simbólicas y experienciales (Crowley et al, 1992; Levy, 1959) lo que hace que sea especialmente importante la creación de entornos de venta y experiencias de compra de la misma naturaleza.

El sector textil tiene una serie de peculiaridades que hacen que, además de los frenos generales asociados al comercio electrónico, existan otros concretos referidos a la compra de moda, como el alto riesgo asociado a la compra de productos relacionados con el ego personal (Keng et al., 2003) o riesgos psicológicos como la frustración o la inseguridad que puede crear el proceso (Forsythe y Shi, 2003). A nivel más concreto, la dificultad de trasladar la experiencia de compra de la tienda física al entorno digital debido a la incapacidad de ver, sentir y probar las prendas, además de la necesidad de devolverlas por vía postal, son los principales inconvenientes para la compra de moda a través de Internet (Sender, 2011). Precisamente estos frenos han llevado a que la industria de la moda haya tardado más que otros sectores en dar el paso a la venta a través de Internet (Sender, 2011), hecho que se ha producido de forma más acentuada en el caso de España, donde el sector textil ha sido reticente a la hora de operar en canales virtuales con consecuencias en la actitud del consumidor hacia la compra de moda online (Mintel, 2011).

En España, el consumidor tiene una fuerte involucración con el sector textil, pero la búsqueda y la compra siguen produciéndose predominantemente en el canal físico (ONTSI, 2012). Ya ha sido explicada previamente la relación entre los valores hedónicos y utilitarios y los canales de venta y como el disfrute en la experiencia de compra parece ser un elemento determinante para potenciar la compra a través de Internet, especialmente en el sector textil.

En base a la revisión de la literatura se proponen dos grupos de hipótesis de investigación en este primer capítulo, relativas a:

- percepción sobre el valor de compra en tiendas físicas e Internet por parte de los consumidores españoles.
- influencia del valor de compra percibido en la intención de búsqueda e intención de compra en ambos canales.

Los resultados de la investigación muestran que la experiencia de compra en tiendas es percibida como más utilitaria que hedónica y se apuntan varias causas, siendo la más importante la influencia de la recesión económica que será analizada en el siguiente capítulo. Sin embargo esta percepción utilitaria tiene consecuencias importantes para el canal, ya que el consumidor busca entretenimiento y evasión cuando compra moda en tiendas y es necesario, por tanto, crear una experiencia que le motive a pasar tiempo en la tienda y que le proporcione valor versus otros canales alternativos (Chu y Lam, 2007, Avelló et al., 2011).

En cualquier caso, la compra en tiendas tradicionales sigue siendo percibida como más hedónica que la compra a través de Internet. En Internet, el valor utilitario es significativamente mayor que el hedónico para la totalidad de la muestra, resultado esperado en cierta manera. Lo que resulta especialmente relevante es que el valor hedónico tenga una influencia mayor que el utilitario en la intención de búsqueda y compra de los consumidores en el canal. Por lo tanto, es necesario reforzar los elementos hedónicos y experienciales de las webs de venta de moda a través de un incremento en la presencia de los atmosféricos - música, diseño, elementos sensoriales (Eroglu et al 2003) y a través del desarrollo de experiencias más estimulantes e interactivas que repliquen de alguna manera la experiencia de compra en tiendas.

Además del contraste de hipótesis, en este primer capítulo se analiza información con carácter exploratorio relativa al uso que los españoles hacen de la web. Así, la investigación demuestra que son más buscadores que compradores y que tienen una percepción utilitaria del canal, tanto en sus comportamientos de búsqueda como en sus comportamientos de compra. De esta forma se establece la necesidad de mejorar la experiencia de compra e incrementar la información sobre el proceso con el objetivo de luchar contra dos de las principales barreras como son la desconfianza y la inseguridad percibida en el proceso.

Otras conclusiones y recomendaciones que se apuntan en el capítulo son la necesidad de integrar los diferentes canales y promover el uso del comercio electrónico a través de todos los puntos de contacto con el consumidor, de manera que descubran por si mismos la experiencia de compra online. Sin olvidar la importancia de la tienda física, cuyo rol está evolucionando pero sigue siendo el principal canal de compra de moda, por lo que la experiencia debe ser relevante, diferente y memorable.

7. Capítulo 2: La importancia de la experiencia de compra en tiempos de recesión económica.

La crisis económica global ha afectado profundamente los hábitos de compra de los consumidores, y además en el caso de España, se trata de una recesión sin precedentes, que está erosionando la estabilidad económica y la confianza de los hogares, generando una mayor percepción de riesgo en el consumo que, como consecuencia, ha llevado a la contracción del mismo (Millward Brown, 2012).

El sector textil es uno de los que mejor está resistiendo la crisis, con resultados globales positivos pese a que se ha experimentado una retracción en la venta a través de Internet en el último año (ONTSI, 2012, Barómetro de Empresas de Moda, 2012, Mintel, 2013). Precisamente el comercio electrónico se prevé como una fuente importante de crecimiento del sector por lo que se establece la necesidad de determinar la influencia que la recesión está teniendo en el comportamiento de compra del consumidor.

Actualmente, la realidad a la que se enfrenta el consumidor es un elevado índice de desempleo, lo que conlleva una reducción en el nivel de ingresos de una parte importante de la población española. A esta reducción de ingresos real se suma la percepción negativa de los trabajadores con respecto a su propia situación y al futuro de la economía del país. Así, los trabajadores sienten que sus ingresos y su fortaleza en el mercado laboral se están debilitando, y por consiguiente lo hacen sus niveles de consumo (Millward Brown, 2012).

La escasez de recursos modifica las pautas de consumo (Lehtonen, 1999) y ha contribuido a reforzar una tendencia que ha surgido y se ha consolidado con la crisis, y que se mantendrá cuando la economía mejore, que es la búsqueda activa de valor por parte del consumidor (Euromonitor Internacional, 2011, Westbrook, 2012). Pero valor no referido no solo a precio, sino a todos los factores que forman la experiencia de compra en su totalidad (Zeithaml, 1988).

De esta manera, la falta de recursos hace que los consumidores perciban su actividad de compra con una nueva visión y que sean capaces de encontrar un sentido estético en el consumo incluso cuando sus recursos son limitados (Lehtonen, 1999). Varias teorías establecen la relación entre el nivel de ingresos del consumidor y los valores de compra hedónicos y utilitarios. Tal y como ha sido demostrado en diversas investigaciones, la motivación de compra experiencial está inversamente relacionada con el nivel de ingresos del comprador (Dawson et al., 1990, Bellenger et al., 1977, Sit et al., 2003, Allard et al., 2009) de modo que los consumidores con ingresos altos son más sensibles a la dimensión utilitaria de la experiencia de compra, mientras que los consumidores con ingresos bajos lo son a la hedónica. Esta es la base de las hipótesis que se plantean en este capítulo para confirmar la aplicabilidad de estas teorías en el contexto que estamos analizando.

Per además, como señalábamos anteriormente, esta investigación se plantea con el objetivo principal de determinar la influencia de la recesión económica en el comportamiento de compra del consumidor en el sector textil. Para ello, buscamos establecer la relación que existe entre la situación laboral de los consumidores y el uso que hacen de diferentes canales de distribución en el sector textil, además de sus motivaciones de compra en esos canales. Esta segunda parte de la investigación es de naturaleza exploratoria.

Respecto a los resultados, primero se confirma que el consumidor con bajos ingresos valora más los elementos hedónicos de su experiencia de compra en tiendas convencionales de lo que lo hace el consumidor con ingresos altos. Esto puede ser debido a que la escasez de recursos les lleve a valorar más lo que compran y con ello, todo el proceso que implica esa búsqueda y/o compra del objeto. Se trata de un consumidor mucho más consciente y más exigente, que valora más sus experiencias de compra por ser más escasas y seleccionadas. El distribuidor debe procurar, por tanto, una experiencia de compra positiva y un entorno que haga de la compra de moda en tiendas una actividad relajada, divertida, placentera y conveniente, acorde a las necesidades de los consumidores (Chu and Lam, 2007). Precisamente una experiencia conveniente en tiendas es lo que esperan los consumidores con altos ingresos. La poca disponibilidad de tiempo puede ser uno de los elementos que expliquen por qué para ellos son cruciales los elementos utilitarios de la experiencia de compra, unido al hecho de que, al no tener que seleccionar tanto los momentos de compra, de alguna forma pierden la valoración de ese momento. En el caso de Internet, no se han encontrado diferencias significativas entre los dos grupos, por lo tanto las teorías no son aplicables a este canal. Entre las posibles razones se encuentran la falta de experiencia con el canal o la percepción predominantemente utilitaria del mismo que veíamos en el capítulo anterior.

Respecto al uso de canales de distribución que hacen los consumidores en base a su situación laboral, podemos decir que tanto desempleados como trabajadores usan como canal principal las tiendas tradicionales para su búsqueda y compra de moda, y por ello se establece la necesidad de potenciar el comercio electrónico en estos grupos, además de saber que les motiva a usar cada canal. Los resultados de la investigación muestran que tanto los desempleados como los trabajadores compran en tiendas físicas para evadirse y cuando hay rebajas. La primera motivación es coherente con la teoría de Nicholson et al. (2002) relativa a que la tienda física refuerza el estado de ánimo del comprador, especialmente bajo en estos momentos. Lógica es también la búsqueda de ahorro, pero resulta curioso en el caso de los desempleados, que no consideren Internet con este objetivo. Sí lo hacen los trabajadores, utilizando el canal primordialmente por conveniencia, ahorro y variedad.

Estas conclusiones nos llevan a recalcar las recomendaciones expuestas previamente y apuntadas en el capítulo anterior. Por un lado, los distribuidores deben potenciar los aspectos hedónicos de la experiencia de compra en sus canales físicos, de manera que el consumidor se evada y disfrute con ella, y por otro, deben potenciar el canal online y comunicar sus beneficios al consumidor. Además de generar valor para ese 'consumidor inteligente' que ha surgido con la crisis y que está cobrando cada vez más fuerza. Un ejemplo de estrategias para generar valor sería que los distribuidores ofreciesen sinergias entre sus diferentes canales o que siguiesen una estrategia de diferenciación, invirtiendo en sus espacios.

En conclusión, en un momento de recesión económica como el actual, la experiencia del consumidor se convierte en un reto por lo que es necesario mantener una perspectiva a largo plazo e intentar que esta experiencia no se vea influenciada por la reducción de recursos económicos (Manning y Dorsey, 2008).

8. Capítulo 3: El rol de las diferencias culturales en la internacionalización del sector textil; un análisis trasnacional.

Una de las principales características que define a Internet es que ha roto las barreras del espacio y el tiempo y ello implica que los distribuidores tienen mayor facilidad de acceso a mercados globales (Park y Jun, 2003). Como consecuencia, estos distribuidores deben tratar con consumidores internacionales, que pueden ser my diferentes en sus percepciones y comportamiento de compra a sus clientes nacionales (Barnes et al., 2007). Los grandes grupos distribuidores de moda se encuentran inmersos en un proceso de internalización, y en la mayoría de los casos, utilizan la misma plataforma de venta online en distintos países. Por ello es necesario conocer en profundidad el comportamiento de los consumidores en Internet para determinar si podemos hablar de grupos globales o si las características locales hacen recomendable el uso de diferentes estrategias para fomentar el comercio electrónico en cada país (Chai y Paulov, 2004).

Este es el objetivo de este capítulo, centrado sólo en comercio electrónico y estableciendo una comparativa entre España y Reino Unido. Algunas de las razones que nos llevan a comparar estos dos países han sido previamente apuntadas. Mientras que en España Internet es un medio relevante para los consumidores, el comercio electrónico tiene un nivel de desarrollo menor del esperado, ocupando el puesto 17º en el ranking de uso de comercio electrónico en la UE (Seybert, 2014). Reino Unido sin embargo es el mercado más maduro en Europa y el segundo a nivel mundial, y disfruta del mayor gasto per capita a nivel global (Passport, 2011, Euromonitor International, 2011). En el caso concreto del sector textil, las ventas a través de Internet han sufrido un descenso en España tanto en el número de compradores como en el gasto medio por comprador en el último año (ONTSI, 2012) lo que se ha traducido en un descenso en valor del sector de moda digital (Mintel, 2013). Por el contrario en Reino Unido, la compra de moda a través de Internet ha experimentado un incremento del 147% desde 2006, siendo la categoría más popular y de más rápido crecimiento vendida a través de Internet en el momento actual (Clifford, 2012).

Todo ello nos lleva a plantearnos si estas diferencias se deben a la heterogeneidad de comportamientos y actitudes de los consumidores frente a la compra a través de Internet, considerando que el consumidor británico tiene mayor experiencia en el uso del comercio electrónico que el consumidor español. Precisamente, el nivel de experiencia en la compra a través de Internet ha demostrado ser uno de los principales elementos que influyen en la adopción y aceptación del comercio electrónico y en el propio comportamiento de búsqueda y compra a través de Internet (Montoya-Weiss et al., 2003, Scarpi, 2012).

Además del papel que juega la experiencia, el capítulo analiza en detalle el rol de las diferencias culturales en el comportamiento de compra a través de Internet. Pese a que se supone que la globalización de mercados conduce a la creación de una cultura global común, lo cierto es que el contexto local puede marcar diferencias en el comportamiento de consumidores de diferentes lugares (Park y Jun, 2003). Así, varios autores han demostrado que los consumidores locales deben ser considerados en el contexto de su propia cultura y no de forma global, ya que no existe homogeneidad en el 'ciber-espacio' (Chai y Paulov, 2004, Barnes et al., 2007). Otros autores sostienen, sin embargo, que consumidores de diferentes países con un comportamiento online similar, tienen más en común entre ellos que con otros miembros de su misma sociedad (Brengman et al., 2005).

Con el objetivo de obtener más información al respecto y ver como se aplican estas teorías en el caso concreto de los países que estamos analizando, este capítulo se divide en dos partes. En la primera parte vamos a establecer una comparativa entre el comportamiento digital de los consumidores de ambos países, concretamente, uso de Internet, barreras percibidas en el comercio electrónico y características de la experiencia de compra en España y en UK. En la segunda, vamos a clasificar a estos consumidores en base a sus motivaciones para buscar o comprar moda a través de Internet.

Los resultados obtenidos en la primera parte de la investigación nos permiten concluir que no hay homogeneidad en el comportamiento online del consumidor lo que hace necesario que los distribuidores diseñen sus páginas web y su experiencia digital de forma acorde con las características del consumidor de cada país. Es importante que trabajen en las barreras percibidas por cada uno. En el caso de España, la falta de seguridad con respecto a los procedimientos de pago y la protección de datos sigue siendo muy importante mientras que para los consumidores británicos esta barrera es prácticamente insignificante y su principal preocupación es el coste del envío. En ambos países, la incertidumbre acerca de cómo será el producto real son muy importantes, por lo que es necesario que los distribuidores proporcionen más información sobre el producto e incorporen tecnologías como la realidad aumentada o los modelos en 3D que pueden ayudar al consumidor a realizar una decisión más informada, así como a incrementar su disfrute en el proceso de la compra (Park et al., 2005). Otros detalles que se analizan en el capítulo es como usan Internet a nivel general y como perciben sus experiencias de compra en moda destacando la importancia de crear entornos de compra hedónicos para fomentar el uso del comercio electrónico.

Por último, la clasificación de consumidores en base a sus motivaciones de compra aporta resultados interesantes. El detalle de los diferentes grupos encontrados para cada país a través de análisis cluster puede encontrase en la investigación, así como recomendaciones específicas para distribuidores, de manera que puedan segmentar su oferta y comunicaciones para llegar mejor al consumidor local. Aquí diremos que las principales diferencias son que en el caso de Reino Unido hay un grupo de auténticos entusiastas de la compra de moda a través de Internet y que en España hay un grupo de consumidores que no están motivados en absoluto a usar el canal. Además, en los grupos españoles las diferencias de género y edad son significativas, cosa que no ocurre con los grupos británicos, confirmando la teoría de que a medida que el consumidor tiene más experiencia en el uso del comercio electrónico, las barreras demográficas se diluyen. En el resto de grupos hay elementos comunes y conexiones con grupos de consumidores desarrollados por otros investigadores, lo que permite hacer recomendaciones relevantes.

9. Capítulo 4: La industria textil y la distribución multicanal; el rol de la experiencia en la compra a través de Internet y la influencia entre canales

Este último capítulo se centra en la experiencia de compra en Reino Unido y considera ambos canales de distribución: tiendas físicas e Internet.

Se ha establecido previamente que los consumidores británicos tienen una elevada experiencia en la búsqueda y compra de moda a través de Internet y que precisamente, esta categoría es la más popular y de más rápido crecimiento en comercio electrónico en Reino Unido. Cabe preguntarse por tanto, que consecuencias puede tener esto para la experiencia de compra en la tienda física y en la propia experiencia de compra en Internet, considerando el rol de los efectos multicanal.

La tienda tradicional sigue siendo el principal canal de distribución en el sector textil ya que permite ver el producto y experimentar el servicio (Kilkourse y Rosenblum, 2009). Sin embargo, su protagonismo se ha reducido en los últimos años y se está convirtiendo en una parte de una experiencia más grande y más conectada (Deloitte, 2011). Se ha sugerido que a medida que el consumidor tiene mayor experiencia en comercio electrónico, sus expectaciones con respecto a la experiencia en la tienda física cambian en la misma medida (Eymery, 2010). De esta manera, comienza a ganar protagonismo. el papel que la tecnología juega en la tienda. La tecnología forma parte de los denominados 'atmosféricos' que consisten en el diseño consciente del espacio para generar ciertos efectos en los consumidores (Kotler, 1973). Así, la tecnología debe ser un medio al servicio de una experiencia de compra superior, que debe ser atractiva, memorable, inspiradora y conveniente, además de ser el medio para la integración con el canal digital a través de servicios como 'click and collect' (compra en Internet y recogida en la tienda física) o a través de los puntos de compra online dentro de la tienda.

Con respecto a Internet, la falta de interacción y de contacto directo con el producto es una de las principales barreras para la compra de moda online, ya que se trata de un producto que requiere información multisensorial para ser correctamente evaluado (Citrin et al., 2003, Merle et al., 2012). Además, la falta de interacción con el producto lleva a que el proceso de compra no se disfrute de la misma forma (Merle et al., 2012). Por ello se han desarrollado diferentes tecnologías, principalmente interactivas, que hacen posible trasladar, en la medida de lo posible, la experiencia de compra física al entorno digital. Entre estas tecnologías destacan las denominadas como tecnologías visuales interactivas, que abarcan desde efectos zoom sobre la imagen o videos de los productos hasta tecnologías más avanzadas como probadores virtuales o modelos personalizados en 3D. Estas tecnologías permiten al consumidor evaluar el producto con más precisión (Merle et al., 2013) y generan una experiencia de disfrute que contribuye a crear una actitud positiva frente a la compra online (Eroglu et al., 2003). Ello ha contribuido a que se produzca un incremento en la compra a través de Internet, lo que ha llevado a la reducción del tiempo que el consumidor pasa en la tienda física.

Desde el punto de vista del consumidor, la experiencia de compra en la tienda física prácticamente no se ha modificado en los últimos 30 años (IBM, 2012). Sin embargo el consumidor, y especialmente el consumidor multicanal, es ahora más exigente y sus expectativas son mayores (Mathwick et al., 2002). La adopción de nuevas tecnologías, especialmente a partir del crecimiento de Internet y la adopción de terminales inteligentes, ha cambiado su comportamiento de compra y lo que espera es una experiencia integrada entre los diferentes canales del distribuidor, ya que los usa indistintamente en sus procesos de compra.

Por ello, teniendo en cuanta los diferentes elementos que caracterizan la interrelación entre la experiencia de compra en tiendas físicas, la experiencia de compra en Internet y el consumidor, este capítulo se plantea desde una perspectiva exploratoria, dada la falta de investigación académica al respecto, con el objetivo de determinar si el mayor o menor nivel de experiencia de los consumidores en la compra de moda a través de Internet tiene consecuencias en las percepciones y motivaciones de uso de diferentes canales por parte de esos consumidores. Más concretamente, si la experiencia en el uso del comercio electrónico, genera expectativas diferentes con respecto a la experiencia en la tienda física y a la propia experiencia en el canal digital.

De cara a conseguir este objetivo, la investigación se divide en dos partes. En la primera, se analizan las percepciones de compra de los consumidores británicos en base a la teoría de los valores de compra hedónicos y utilitarios. En la segunda, se toman en consideración las diferencias entre consumidores con poca y mucha experiencia en la compra de moda a través de Internet con respecto a sus percepciones de compra y a sus motivaciones a la hora de usar distintos canales de distribución.

Los resultados de la investigación muestran que los consumidores con un nivel de experiencia alto en la compra de moda a través de Internet, perciben su experiencia de compra en el canal como significativamente más hedónica y más utilitaria que los consumidores con menor experiencia, y sus motivaciones a la hora de usar el canal son mayores también. Sin embargo, no se ha encontrado constancia de que ambos grupos de consumidores se diferencien con respecto a sus percepciones y motivaciones a la hora de comprar en la tienda física.

El capítulo analiza otros aspectos interesantes como el valor de compra percibido por el consumidor en ambos canales o el uso que hace de éstos dentro de un mismo proceso de compra y la importancia de ofrecer una experiencia consistente mediada por el rol de la tecnología. Todos estos aspectos se detallan y analizan con profundidad en el capítulo.

10. Conclusiones generales

El paradigma de la economía de las experiencias parece dominar la dinámica de la distribución en su relación con el consumidor: los productos y servicios ya no son suficientes y el consumidor busca experiencias únicas y diferentes en sus procesos de compra, de forma más acentuada en el sector textil.

España es un país con una importante implicación con el sector textil, implicación que incluso está creciendo en los últimos años pese a la actual crisis económica. Los resultados de esta investigación muestran que para los españoles, la búsqueda de valor hedónico es predominante sobre la búsqueda de valor utilitario a la hora de mostrar sus intenciones de búsqueda y compra en tiendas físicas y en Internet. Sin embargo, perciben su experiencia de compra en ambos canales como más instrumental que hedónica. En el caso del comercio electrónico este resultado es previsible teniendo en cuenta que se trata de un canal con beneficios predominantemente funcionales y que los españoles aún están comenzando a usarlo. Sin embargo, el resultado es sorprendente en el caso de las tiendas físicas, que representan el 97.6% del sector y que tradicionalmente se han caracterizado por ofrecer una experiencia de compra relacionada con el disfrute y la evasión.

Una de las posibles razones que apuntábamos para explicar este resultado es la influencia de la actual recesión económica. El perfil del 'comprador inteligente' que busca la mejor relación calidad-precio está ganando protagonismo en el contexto de mercado actual lo que explicaría actitudes más racionales en el proceso de compra. Sin embargo, hemos visto que precisamente la falta de recursos hace que los consumidores valoren más sus momentos de compra y las experiencias que disfrutan en el proceso. Pese a las oportunidades que Internet ofrece para encontrar ofertas y ahorrar, hay grupos de consumidores con bajos ingresos que parece no ser consciente de ello. Esto nos lleva a establecer varias conclusiones respecto a la investigación centrada exclusivamente en España. Primero, parece haber una falta de conocimiento por parte de los consumidores españoles de las posibilidades que ofrece el comercio electrónico en el sector textil tanto a nivel de búsqueda como a nivel de compra. A partir de la información obtenida podemos concluir que el consumidor no concibe la experiencia de compra en el canal como una experiencia hedónica y que además siguen existiendo miedos relacionados con temas de seguridad de pagos y protección de datos, lo que indica la necesidad de que los distribuidores de moda proporcionen más información y promocionen el comercio electrónico para que el consumidor pueda descubrirlo. Por otro lado, los distribuidores deben trabajar en ofrecer una experiencia de compra superior en ambos canales, pero predominantemente en Internet debido a la percepción instrumental del canal.

Esta experiencia debe estar adaptada a las necesidades del consumidor local como hemos visto al analizar de forma conjunta los casos de España y Reino Unido. En ambos países los consumidores utilizan diferentes canales en sus procesos de compra, pero no lo hacen de la misma forma. Tampoco comparten las mismas motivaciones cuando usan el comercio electrónico, diferencias derivadas de distintos niveles de experiencia en el canal y de la influencia de factores culturales. Sin embargo, ambos comparten altos índices de penetración de Internet móvil, por lo que España puede sumarse a la revolución del comercio electrónico a través de estos dispositivos móviles.

De cualquier forma, hemos visto en el caso de Reino Unido que cuanta más experiencia tiene el consumidor comprando a través de Internet, más disfruta del proceso, más descubre sus beneficios funcionales y más motivado se encuentra para usar el canal. Es predecible que en España el proceso se desarrolle de la misma manera. Para los consumidores británicos, la creación de una experiencia digital interactiva, que incluye las últimas tecnologías y que aparece integrada con el resto de canales de distribución ha contribuido definitivamente a que consideren la búsqueda y compra de moda a través de Internet como una actividad de ocio a la que dedican una parte importante de su tiempo libre (Sender, 2011). Los distribuidores españoles deben seguir la misma línea, adaptándose siempre a la realidad del consumidor local y desarrollando una estrategia 'omnicanal', que no sólo considere canales transaccionales sino canales de interacción como las redes sociales. El papel que los terminales inteligentes representan –la tecnología más importante para los consumidores en la tienda física- es cada vez más crucial ya que supone el punto de contacto entre todos estos canales transaccionales e interaccionales. La integración de la experiencia se convierte así en un elemento clave para conocer, atraer y fidelizar al consumidor, pensando en los canales como lo hace el usuario y no de forma individualizada.

Esta recomendación es también aplicable a los distribuidores británicos que además no deben olvidar la importancia de la tienda física y deben trabajar en la creación de una experiencia relevante que haga que los consumidores vuelvan a ella. Como vemos, diferentes niveles de adopción y experiencia con el comercio electrónico, generan distintos retos para los distribuidores y distintas percepciones y expectativas en los consumidores.

Como aclaración final, simplemente añadir que este resumen ha intentado establecer de forma global las bases, objetivos y contenidos de los diferentes capítulos, ofreciendo una visión muy general de cada uno. La problemática específica, así como los resultados y conclusiones de los diferentes aspectos de la investigación se encuentran en el desarrollo de la misma, de la misma manera que la contribución de la investigación, sus principales limitaciones y extensas líneas de investigación adicional.

SUMMARY OF THE RESEARCH

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1. Introduction

The retail environment is today more competitive than ever. In a retail scene dominated by multichannel retailers the Internet has meant a retail revolution whose effects has transformed and will continue shaping the retail sector in forthcoming years (OXIRM, 2006).

The development of the Internet as a retail channel has produced a change in the complete value chain, from retailers to consumers (Griffiths and Howard, 2008), and e-commerce means a big potential for both of them. For retailers, it is expected that by 2020, 30 per cent of total retail sales will take place on the Internet (Saunter, 2013). For consumers, e-commerce allow the access to a wide variety of products at lower price (Euromonitor Internacional, 2011) representing a potential that has been quantified in an overall gain of around EUR 204 billion if e-commerce reached 15 per cent of retail sales in the European Union countries (European Commission, 2012).

However, in spite of this potential, the level of e-commerce development in the different EU countries is very unequal. Spain ranks the 17º in e-commerce use in the EU (Passport, 2011) with a 39 per cent of Spanish consumers who bought products or services through the Internet in 2011, below the UE mean of 58 per cent, and far from countries as the United Kingdom where this percentage reach to the 82 per cent (Seybert, 2011). These differences in the level of e-commerce development generate a loss of potential of the channel that makes necessary to look at their causes.

Technological, legislative and competitive factors are important aspects for e-commerce development. In addition, Reynolds and Cuthbertson (2004) stress the importance of factors related to consumer acceptance. Precisely, it has been suggested that the shopping experience in the channel is one of the most important factors that explain why some countries are more advanced than others in e-commerce adoption (European Commission, 2012).

Spain and the UK exemplify two countries with very different levels of e-commerce adoption. The UK is the most mature Internet retailing market in Europe and the second worldwide while in Spain e-commerce has not performed as expected, specially considering that Spain is still one of the biggest markets in the use of the Internet overall and that is in the top place in smartphones' use and mobile Internet adoption in the EU5 along with the UK (Fundación Telefónica, 2013).

The differences between both countries become more evident in the textile sector. In Spain the digital fashion industry has suffered an important reduction in both number of buyers and average spending by buyer (ONTSI, 2012). These data contrast with the exceptionally positive results of the overall clothing sector in 2012, in a recessionary context, and the optimistic forecasts for the next year along with the growth of e-commerce in other sectors (ONTSI, 2012). By contrast fashion has become the fast growing and the most popular category bought online in the UK in the last year (Clifford, 2012). Because of that the textile sector seems adequate to focus the research on it.

Consequently, given the potential that e-commerce represents and its optimistic growth perspectives, it seems necessary to investigate the reasons behind these differences. Considering that the shopping experience in the channel is due to be a key factor that could explain that, this research will adopt an experiential approach. Next, the objectives of the research are disclosed.

2. Objectives of the research

The general aim of this research is to gain better understanding about multichannel shoppers' perceptions and behaviours across channels – physical stores and online channel - from a cross-country perspective, in the fashion sector. This general aim can be divided in four objectives that will be addressed in four different chapters of this thesis:

- First, to explore the influence of different values affecting search intentions and purchase intentions of Spanish consumers from a utilitarian and hedonic point of view.

- Second, to examine how the Spanish economic situation is affecting consumers in their relationship to fashion consumption and, specifically, to analyse how it influences their perceptions, motivations and use of different retail channels.

- Third, to determine if differences in e-commerce, and specifically in fashion e-commerce, between Spain and the UK are due to the heterogeneity of consumers' behaviours and attitudes through online shopping.

- Fourth, to analyze whether a higher or lower level of online shopping experience affects and shapes the overall fashion experience and influences consumers' motivations to buy in different channels.

The objectives of the research determine its structure that it is quite different from the traditional structure of a doctoral thesis. Each chapter of this thesis aims to achieve a different objective, which involves the use of different background theories and methods of analysis of results, and consequently, specific conclusions and implications are addressed in each chapter. Next, this structure is explained in detail.

3. Structure of the research

The overall structure of the study takes the form of six chapters: introductory chapter, 4 chapters according to the different objectives of the research and general conclusions. Figure II outlines the structure of the thesis.

Figure II: Structure of the research

Introduction: research background, general concepts, theoretical framework, methodology

Chapter One: The influence of hedonic and utilitarian shopping values on consumers' search and purchase intentions	**Chapter Two:** The importance of the shopping experience in times of recession
Chapter 3: The role of the cultural differences in international fashion retailing: a cross-country analysis	**Chapter 4:** Multichannel fashion; the role of the expertise in shopping online and cross-over effects between channels

General Conclusions: contribution, limitations, further research

Source: compiled by authors

The research begins with an *Introduction* where the general background of the research is explained, the main concepts are reviewed and the common theoretical framework and methodology are described. Then four themed chapters address different issues related with the same research topic. *Chapter One* and *Chapter Two* are focused on the Spanish case while *Chapter 3* makes a comparison between Spain and the UK and *Chapter* 4 is exclusively devoted to the UK. Last the *General Conclusions* give a brief summary of the conclusions of different chapters and implications of findings as long as the general contribution of the research and the identification of areas for further enquiry.

The *Introduction* set up the research background and the general concepts of the research, including consumer experience and multichannel retailing, and an overview of the peculiarities of the fashion industry. The theoretical framework of the thesis is exposed in the introduction as well; however, the specific issues covered in each chapter will make necessary to review theories connected to them or even propose specific frameworks of analysis. The methodology is explained here too, including the different methods of analysis of results that will be applied in the different chapters.

Chapter One analyses the hedonic and utilitarian dimensions of the shopping experience in bricks-and-mortar stores and online channel and how these dimensions influence different shopping outcomes in the case of Spain.

Chapter Two faces the consequences of the Spanish economic recession on consumers' perceptions, motivations and use of different retail channels paying special attention to the role that the shopping experience plays in times of crisis.

Chapter Three establishes a comparison between Spain and the UK, considering the role of cultural differences and the influence of the different levels of experience in the use of e-commerce on the online shopping experience.

Last, *Chapter Four,* based on the maturity of online shopping in the UK, explores the role of the expertise in browsing/buying fashion online and the cross-channel influences on British consumers' perceptions and motivations when they use different channels.

As it has been indicated before, the structure of this thesis involves that every chapter has its own research background, its own hypothesis development or exploratory objective, its specific analysis of results through the application of different methods and consequently their own conclusions and implications based on the specific objective aimed in each of them. However, in the same way that the introductory chapter establishes the bases of the research and develops the general concepts, the final chapter of the thesis provides general conclusions derived from the research globally considered along with its contribution, limitations and proposals for further research.

4. Theoretical Framework

Hedonic and utilitarian shopping value

The concept of value has been defined in multiple ways in the literature. Zeithaml (1988, p.13) refers to value as *"all the factors, qualitative and quantitative,* *objective and subjective, that form the shopping experience as a whole"*. So value is not limited to a product acquisition but is considered as a key result in a general model of consumption experiences (Hoolbrook, 1986).

Shopping value can be both, hedonic and utilitarian (Babin et al. 1994). The hedonic shopping value reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience (Hirschman and Holbrook, 1982). It is subjective and individualistic and it is related with adjectives as fun, pleasure or enjoyment (Irani and Heidorzaden, 2011). On the other hand, utilitarian shopping value is a rational, task-oriented (Arnold and Reynolds, 2003), cognitive and non-emotional outcome of shopping (Hirschman and Holbrook 1982). Hedonic and utilitarian dimensions are important because they are present in all consumption processes, involving all shopping experiences and consumer behaviour both dimensions (Batra and Ahtola, 1990, Jones et al. 2006). Furthermore, the shopping value is a key element to understand consumer behaviour and to predict consumers' shopping intentions (Irani and Heidorzaden, 2011), what makes this theoretical framework convenient for the proposed research.

Related with the fashion sector, clothing has been classified as a high-hedonic product category due to its symbolic, experiential and pleasing properties (Crowley et al, 1992; Levy, 1959). But to measure the shopping experience, the utilitarian dimension must be considered as well (Holbrook and Hirschman, 1982).

Hedonic and utilitarian shopping value and retail channels

The creation of hedonic environments seems to be especially important for products with strong hedonic attributes (Childers et al., 2003). Traditionally, the hedonic shopping value has been associated with bricks-and-mortar stores due to their socially visible nature, what makes that consumers perceive them as places where having an enjoyable experience (Roy et al., 2005, Gavilán et al., 2010). As a consequence, the study of the consumer behaviour in the Internet has been done from a utilitarian perspective that is insufficient now (To et al., 2007). Even when the Internet has strong functional attributes, recent research suggests that functional attributes no longer exclusive drive online buying and that the advances in web technology and consumers' experience have led to a search of hedonic value in the channel (Eymery, 2010).

Then and Delong (1999) suggest that fashion retailers would be more successful if they would provide more richness in the online shopping experience, idea shared by Brown et al. (2003) who recommend to enhance the hedonic elements of the product acquisition process. Other authors affirm that enjoyment is a strong predictor of attitudes towards e-shopping, making social and hedonic motives important not just for shopping in general but for e-shopping too (Childers, 2001). In fact, the hedonic elements of a web site have an influence on consumers' emotional and cognitive state, creating satisfaction and enjoyment in the online shopping process (Eroglu et al., 2003).

In view of that it can be asserted that for fashion shopping, hedonic value is a key element to predict shopping intentions in stores and online (Childers et al., 2001, Clifford, 2012) even when utilitarian aspects are important as well.

5. Methodology

A quantitative approach has been taken in order to address the objectives of this research, applying a questionnaire (Jones et al., 2006, Carpenter and Moore, 2009, Irani and Heidarzadeh, 2011). The questionnaire is divided in 3 parts, with different objectives each.

- The first part of the questionnaire has an exploratory objective and focuses on the general use of the Internet by individuals. The questions are based on information provided by ONTSI, INE, GMDI and Mintel and include aspects such as frequency of use of the Internet, more frequent activities on the Internet, what people search for, what people buy online and barriers to online shopping.

- The second part of the questionnaire aims to measure consumers' perceptions and motivations about their last shopping experiences in physical stores and on the Internet, applying the proposed theoretical framework. Consumers were asked to think about the last time they bought fashion in both channels, understanding by that the process of searching and/or buying for fashion items.
- The last part of the questionnaire is devoted to demographics, including gender, age, education, work activity and income level as they are relevant to the research topic and will be considered in different parts of the analysis.

The questionnaire was applied between March and August 2012, having obtained 1522 complete answers in Spain and 439 in the United Kingdom. Next the target for this research and the sampling procedure used are explained.

Sampling procedure and target of the research

The definition of the characteristics of the sample depends on the objectives of the research. In this particular case, it has been pursued to conduct research that reflects different age groups and both genders to overcome the limitation noted by different authors who say that research about fashion shopping is mostly focused on students and females (Marciniak and Bruce, 2007). As a consequence, a wider target was defined for this research: men and women, aged 16 - 60 years old and with shopping experience for fashion and accessories in physical stores and through the Internet (meaning by shopping experience the process of search and/or purchase in both channels).

The questionnaire was conducted online using a snowball sampling procedure. This sampling method has been widely used in social research having demonstrated to be an efficient and effective method to provide in-depth and relatively quick results (Biernacki and Waldorf, 1981). Certain authors recommend working with large samples that are demographically representative (Pollok and Schlitz, 1988) to minimize the limitation of sample validation presented by the snowball sampling method (Van Meter, 1990; Kaplan et al, 1987). The research meets these requirements as sample size is n=1522 in the case of Spain and n=439 in the case of the UK and, in both countries, samples are demographically representative of the population studied based on ONTSI data (2012) in Spain and Drapers (2012) data in the UK. In addition the topic studied is a nationwide phenomenon and not limited to certain networks. Last, in order to achieve the sample based on the defined profile, emails of people from different cultural, economic and professional backgrounds who fitted into the requirements were selected in order to attain a large number of non-related people to distribute the questionnaire following Van Meter (1990) recommendation to avoid that they share some characteristics between them that are not shared by the rest of the population.

6. Chapter 1: The influence of hedonic and utilitarian shopping value on consumers' search and purchase intentions

Spain is one of the main markets in the use of the Internet in the EU (Euromonitor International, 2011b) with 16.5 million people who browse daily over the Internet and 25.2 million people who have browsed sometime (ONTSI 2012b, INE, 2012). In spite of the recession, the number of broadband lines has grown up (CMT, Sept. 2012) and Spain leads, along with the UK, the mobile Internet penetration in the EU (Fundación Telefónica, 2013).

However, Spain is in the 17º place in the EU ranking of e-commerce use (Seybert, 2011) positioned behind other markets in both online shoppers and online spending (Camus and Bracewell, 2009). Some of the possible causes that could explain the lower development of e-commerce are purely economic reasons (Fundación Orange, 2011), the perceived lack of security with payment processes and data protection (San Martín et al. 2009, Relaño, 2011) or the fact that online shopping is not a valued activity for Spanish consumers (Relaño, 2011).

In fact, Spaniards seem to be more lookers than buyers (Camus and Bracewell, 2009) but there is no correlation between the high level of search and effective purchase (Relaño, 2011). Related to search behaviour it is interesting to differentiate between exploratory search and information search, related to a more hedonic or utilitarian attitude when searching online (Cotte et al., 2006). The literature review suggests that Spanish consumers have an exclusively utilitarian perception of the channel (Fransi and Viadiu, 2007) and that are sceptical with regards to the benefits of online shopping (Mintel, 2011).

Spanish consumers are highly involved with fashion (Mintel, 2011) but the search and purchase activity takes place predominantly in the physical channel (ONTSI, 2012). The clothing and accessories' category has been recently introduced in the browsing and shopping activity of Spanish e-shoppers and should fit in a more exploratory-seeking activity. High involvement items like fashion are considered to be an hedonic product category due to its symbolic and experiential properties (Crowley et al, 1992; Levy, 1959). Thus the creation of hedonic environments, in both channels, is especially important for this category.

So based on the literature review and on the theories previously exposed about the relationship between utilitarian and hedonic value and retail channels, two groups of hypothesis are developed. These hypothesis are related to:

- consumers' perceptions about the hedonic and utilitarian value derived from their shopping experiences in bricks-and-mortar stores and in the Internet.
- influence of that perceived shopping value on consumers' search intention and purchase intention in both channels.

The results of the research show that the shopping experience in stores is perceived as more utilitarian than hedonic and several causes are pointed out, being the most relevant the influence of the economic recession that will be analysed in the next chapter. However this utilitarian perception has important consequences for the channel because consumers look for superior experiences when they buy fashion in stores and that makes necessary to create an experience that motivates them to spend time in the store and that provides value versus other alternatives (Chu and Lam, 2007, Avelló et al., 2011).

In any case, consumers perceive the in-store experience as more hedonic than the online shopping experience. In the online channel the utilitarian value is significantly higher than the hedonic value for the total sample. What is especially relevant is that the hedonic value has a higher influence in consumers' search and purchase intentions in the channel. Therefore, it is necessary to reinforce the experiential and hedonic elements in fashion websites, increasing the presence of the atmospherics – music, design, sensory elements (Eroglu et al 2003) and developing more stimulating and interactive digital experiences.

In addition to hypothesis testing, this first chapter analyses exploratory information related to the use of the Internet by Spaniards. Research confirms that they are more lookers than buyers and that they have an instrumental perception of the digital channel in their search and purchase behaviour. Thus there is a need to improve the shopping experience and to increase the information about the process in order to overcome two of the main barriers of online shopping for Spanish consumers: mistrust and perceived insecurity.

Other conclusions and recommendations set up in the chapter are the need to integrate the different retail channels and to promote the use of e-commerce through all the touch points with the consumer, for them to discover the online shopping experience. Not to be forgotten the importance of physical stores whose role is evolving but they remain as the main channel to buy fashion, so the shopping experience must be relevant, different and memorable.

7. Chapter 2: The importance of the shopping experience in times of recession

The global economic recession has deeply affected consumers' shopping habits worldwide and in the case of Spain an unprecedented recession, considered unique with regards to the time of recovery, is eroding the economic stability and household confidence which has generated a greater risk perception and, as a consequence, has lead to a contraction of consumption (Millward Brown, 2012).

The clothing sector seems to be one the most resilient in the current recession with overall positive results, in spite of the fact that the digital fashion market suffered an important contraction in the last year (ONTSI, 2012, Barómetro de Empresas de Moda, 2012, Mintel, 2013). Precisely e-commerce is expected to be one of the most important ways of growth in the fashion industry in the upcoming years, what makes necessary to determine the influence of the recession on consumers' shopping behaviour in the sector.

The scarcity of resources creates changes in consumers' practices of consumption (Lehtonen, 1997) and in this particular case has also contributed to the strengthening of a consumption trend, emerged and consolidated with the recession that is expected to keep when the economy improves: the consumers' search for value (Euromonitor International, 2011, Westbrook, 2012). Value referred not just to price but to all the factors that create the shopping experience as a whole (Zeithaml, 1988).

The lack of resources makes consumers see the shopping activity in a different way (Lehtonen, 1997). Several theories establish the relationship between consumers' income level and hedonic and utilitarian shopping value. As it has been stated in different studies, the experiential motivation is inversely related to consumer' income level (Dawson et al., 1990, Bellenger et al., 1977, Sit et al., 2003, Allard et al., 2009). Thus high-income consumers are more sensitive to the utilitarian dimension of the shopping experience, while low-income consumers are more responsive to hedonic elements. This is the basis of the hypotheses proposed in this chapter to confirm the applicability of these theories in our specific market context.

In addition, as the main objective of this chapter is to determine the influence of the economic recession on consumers' shopping behaviour in the textile sector, we seek to establish the relationship between consumers' working situation and use of different retail channels in the textile sector. This second part of the research is exploratory in nature.

Results confirm that low-income consumers give more value to the hedonic elements of the shopping experience in conventional stores compared with high-income consumers. This may be due to the scarcity of resources that leads them to value more what they buy and with it, the whole search and/or purchase process. Low-income consumers are much more conscious and demanding and give more value to their shopping experiences for being more scarce and selected. Retailers must ensure, therefore, a positive and enjoyable shopping experience that generates value versus other alternatives; a shopping environment that makes fashion shopping a relaxed, fun, pleasurable and convenient activity, according to consumers' needs (Chu and Lam, 2007). In fact, a convenient experience is what high-income consumers expect from physical stores. The scarcity of time can be one of the reasons to explain why the utilitarian elements of the shopping experience are crucial for them, together with the fact that they do not need to select the shopping moments so much so they give the same value to these moments. However, when these theories are applied to the online channel things do no work in the same way and not significant differences were found between the two groups. Different reasons will be addressed in the chapter.

The results concerning the use of retail channels based on consumers' working situation show that both workers and unemployed use the traditional store as the main channel to browse and buy clothing, and therefore it seems necessary to promote e-commerce in these groups. Regarding their motivations to use the channel, both groups buy in physical stores to escape themselves and when there is a sale. The first motivation is consistent with the theory of Nicholson's et al (2002) related to the role of the physical store to reinforce customers' mood, especially in the current times. The 'cost-saving' motivation is also logical but it is curious that unemployed people do no consider the Internet for this objective. Workers do, using the channel primarily for convenience, cost-saving and variety seeking. It seems that workers are strongly motivated to use e-commerce while unemployed people are still stuck in the physical store.

These findings lead us to emphasize some of the recommendations set out in the previous chapter. On the one hand, retailers must enhance the hedonic aspects of the shopping experience in their physical channels, so that the consumer will evade and enjoy the experience and on the other hand, they must boost the online channel and communicate its benefits to the consumer. Unemployed people share with low-income consumers the need to get the maximum value for their money and the Internet plays a key role at this point. Not to be forgotten the importance of generating a hedonic shopping experience also in this channel.

It is important for retailers to make the most of new market opportunities especially if these opportunities are supposed to grow in the long term as it is the case of digital shopping including e-commerce and m-commerce (Shama,1993). The success in this recessionary context will be for retailers who will be able to evaluate the role that every channel plays in consumers' needs and expectations.

8. Chapter 3: The role of cultural differences in fashion retailing; a cross-country analysis.

The Internet has broken time and space barriers (Griffiths and Howard, 2008, Schoenbachler and Gordon, 2002) making it easier for retailers to have access to global markets (Park and Jun, 2003). As a consequence, retailers have to deal with international customers who can be very different in their personal characteristics and behaviour to their national counterparts (Barnes et al., 2007).

International expansion has been one of the main concerns for fashion retailers in the last years, and the Internet has become a key channel for many (Moore and Burt, 2007). Big fashion retailers as Inditex, H&M, Topshop or Asos have presence in very different countries at the same time and generally use the same websites everywhere. This makes it interesting to determine if we can consider global groups of consumers or if the local effects in online shopping behaviour are strong enough to require the use of different strategies to increase e-commerce use (Chai and Paulov, 2004).

This is the objective of this chapter, focused just on e-commerce and establishing a comparative between Spain and the UK based on the fact that they exemplify two countries with very different levels of e-commerce adoption, as it has been previously noted and will be developed in detail in the chapter. We seek to investigate if differences in e-commerce, and specifically in fashion e-commerce, between Spain and the UK are due to the heterogeneity of consumers' behaviours and attitudes through online fashion shopping, considering that British consumers have greater experience in buying fashion online and that this can make a difference. At a general level, expertise with the Internet is one of the main factors influencing the degree of adoption and acceptance of the online channel and it is an important predictor of online buying (Montoya-Weiss et al., 2003, Scarpi, 2012).

Furthermore the chapter analyses the role of cultural differences in online shopping behaviour. Even when the globalization of markets is supposed to lead to the creation of a more common culture worldwide, the local context can make a difference in the behaviour of people from different countries (Park and June, 2003). Several authors have proved that these differences have an influence on e-commerce adoption levels and on consumers' online shopping behaviour, concluding that there is no homogeneity in the cyber-community and that consumers must still be understood in their local context (Chai and Paulov, 2004, Barnes et al., 2007). So geographical preferences in multichannel contexts are important to consider because even in countries with similar multichannel development, consumers' expectations are different (Forrester, 2011).

The main objective of this chapter will be addressed at two different levels. First, through the comparison of the online shopping experience in Spain and the UK. From an exploratory point of view, we will review the use of the Internet by individuals, the barriers to shop online in general and to buy fashion online in particular, the shopping value perceived by consumers in their shopping experiences and differences based on consumers' demographics. Second, through the application of cluster analysis we will develop a shopper taxonomy based on shopping motivations on the Internet in order to establish if Spanish and British consumers have the same goals when they browse/buy for fashion online.

The results obtained in the first part of the research confirms that there is no homogeneity in the online fashion community, what means that national websites should be designed considering the characteristics of the local Internet users. It is critical to work on the barriers perceived by consumers - for example, incorporating elements that reduce the perceived riskiness in the case of Spain - and offering options to make delivery charges more flexible. In both countries, the specific barriers of the category are above the general ones for e-commerce. In order to reduce levels of uncertainty about fit, retailers should improve the information on clothing sizes and fit as well as exploring technologies such as augmented reality, or virtual fitting rooms, that might help to reduce perceived risks and contribute to creating more pleasurable shopping experiences (Park et al., 2005).

In the second part of the chapter we have developed a classification of consumers based on their motivations to browse or buy fashion through the Internet. The two main differences between countries are first, the presence of one group that is not motivated at all to shop online in the case of Spain and second, the presence of a group of authentic enthusiasts of online shopping in the UK. In Spain, age and gender differences between groups were found to be significant and a better understanding of these demographic differences could help retailers to design a tailored strategy. Detail of the different groups along with relevant recommendations for retailers for every group can be found in the chapter.

9. Chapter 4: Multichannel fashion; the role of the expertise in shopping online and cross-over effects between channels

The last chapter is focused on the shopping experience in the United Kingdom and both channels, bricks-and-mortar stores and the Internet, are considered.

It has been previously established that British consumers are highly experienced in search and purchase clothing through the Internet and that precisely, fashion is the most popular and fastest growing e-commerce category in the country. Therefore it seems necessary to look at the consequences that this online shopping experience can have on the shopping experience in bricks-and-mortar stores and on the digital experience itself.

The role of the physical store is evolving but prevails as the most popular route to buy clothing as the stores provide the instant gratification of buying the product and experiencing the service (Kilkourse and Rosenblum, 2009). However, the dominance of bricks-and-mortar stores as a retail channel has decreased and they are becoming part of a larger and more connected customer experience (Deloitte, 2011). It has been suggested that a high level of online shopping experience can create some demands and expectations in consumers with regards to the in-store experience (Eymery, 2010). As a consequence, the role of the technology in the store becomes more relevant. Therefore technology must be used to make the shopping experience engaging and memorable (Kozinets, 2002, Deloitte, 2011, Drapers, 2012) and to create an integrated experience between the different channels through services such as 'click and collect'.

With regards to the Internet, the lack of experiential information and physical interaction with the product are the main barriers to buy fashion online because clothing requires a multisensory input (Citrin et al., 2003, Merle et al., 2012). However, thanks to innovations in digital technologies, this multisensory input can now be translated to the online environment in a number of ways.

Therefore technology is blurring the boundaries between the in-store and online shopping experience, assisting consumers to evaluate fashion online (Merle et al., 2012) and creating an interactive and exciting online experience (Siddiqui et al., 2003). Thus Image Interactive Technology applied to online shopping settings has proved to reduce the perceived risk associated with an e-retailer, having a positive impact on satisfaction with the shopping experience and increasing consumers' hedonic and utilitarian perceived value (Teo et al., 2003, Lee at al., 2010). As a result online shopping has exponentially grown, cutting time people spend in stores.

From consumers' perspective the in-store experience has been unchanged for over 30 years (IBM, 2012). However, the consumer, and especially the multichannel consumer, has higher expectations now (Mathwick et al., 2002). The adoption of new technologies has changed shoppers' behaviour (Deloitte, 2011) and the growth of mobile Internet penetration and smartphone adoption has played an important role on that. What they expect is an integrated and consistent experience between channels.

Consequently, considering the different elements that define the interrelation between the in-store experience, the online experience and the consumer, this chapter aims to determine if a higher or lower level of online expertise makes a difference in consumers' perceptions and motivations when they use different channels, concretely if the experience in the use of e-commerce generates different expectations regarding the shopping experience in the physical store and the shopping experience in the Internet itself. Due to the lack of specific academic research about this issue, this chapter has an exploratory purpose.

The aim of the chapter will be addressed at two levels. Firstly, gaining better understanding about the hedonic and utilitarian value perceived by British consumers in their multichannel shopping experience in fashion retailing. And secondly, determining whether the level of online expertise (high versus low) has consequences on consumers' perceptions and motivations to buy in different channels.

The results of the research show that experience in buying fashion online makes a difference in the hedonic and utilitarian value perceived by the consumers in the process. As consumers become more experienced, their motivations to use the channel increase in the same way and they search and/or buy online looking for inspiration about new trends and products. They like to socialize with others in the shopping process which means more opportunities to engage with them through the website. High-experienced consumers are more motivated for utilitarian aspects too. However, in spite of the evidence that the growth of e-commerce cuts the time that consumers spent in stores, the higher online shopping experience does not have, however, a significant effect in consumers' motivations to go to a store or even in their value perception of the physical channel.

The chapter analyses other interesting aspects such as the role of the technology to offer an integrated and consistent experience between channels.

10. General conclusions

It seems that the economy of experiences is the main driver of modern economics dynamics (Sundbo and Dormer, 2008). As goods and services are not longer enough, the demand for experiences has hugely increased over the last few years and this is even more evident in the textile sector.

Spain is a country highly involved with fashion, even in times of recession, and it has been demonstrated that for Spanish consumers hedonic value is a main determinant in their search and purchase intentions in physical and virtual channels. However, they perceive their shopping experience in both channels as more utilitarian than hedonic, which makes necessary to carry out significant investments in these shopping experiences. The results were expected for online shopping because the Internet is a retail channel with strong utilitarian attributes, and Spaniards still are not very familiar with it. However, bricks-and-mortar stores have been traditionally considered experiential shopping settings and, in the case of Spain, the 97.6 per cent of fashion retailing is store-based and consequently it has a strong presence in the country.

The influence of the recession can be significant here and the ‘smart shopper’- even more oriented to pure value - is gaining presence with the crisis, which could explain more utilitarian attitudes and the growth of value retailers. However the importance of developing a hedonic experience is even greater now as low-income consumers give more value to experiential issues in physical stores while high-income consumers are more concerned by utilitarian aspects. However neither working situation or income level make a difference in the use of retail channels by Spanish consumers, who still prefer the physical store.

Based on that picture of the situation we can draw some conclusions applicable for the Spanish case. First, there seems to be a lack of awareness of Spanish consumers about the possibilities that e-commerce offers in browsing and buying for fashion. Fashion retailers need to promote the online shopping experience and they have to do it through all the touch points with the consumer, to make them discover that experience and overcome the barriers related to security or data protection concerns. Further, the design of a relevant shopping experience in stores and in the Internet is crucial to attract consumers and give added value to them.

But the shopping experience must be designed in ways that account for the characteristics of national consumers as seen when we analysed the cases of Spain and the UK. Barriers and obstacles to buy online are different in countries with different levels of Internet expertise and retailers must face this reality and design the shopping experience according to it. Spaniards are heavy users of social networks and mobile Internet what means a lot of ways of communication with them, lots of them personal. In the UK there is still pace for growth in e-commerce and retailers must face the demands of high-experienced users whose issues are more related to the introduction of new technologies to make informed shopping decisions or to instrumental aspects of the process. Spain and UK have similar levels of smartphone adoption and mobile Internet penetration so it is expected that Spanish consumers join the online shopping revolution through their mobile devices.

It can be said that the higher development of the online experience in the UK has consequences in consumers perceptions and motivations to use the online channel, what means that the more consumers use e-commerce, the more they enjoy the process and are motivated to use it. It could be expected that in Spain the same will happen. The creation of an interactive experience that involves the use of advanced technologies and that is integrated with other retail channels, has definitely contributed to the fact that British consumers consider browsing and buying for fashion over the Internet as an enjoyable activity (Sender, 2011). Spanish retailers must follow the same strategy, facing the reality of local consumers and developing a 'omnichannel' strategy, which considers not only transactional channels but interactive channels as well such as social networks. The role played by smartphones -considered the most important in-store technology for consumers- is becoming more relevant as they are the interface between transactional and interactive channels. The integration of the experience thus becomes a key fact for attracting and retaining consumers. This recommendation also applies to British retailers that also should not forget the importance of the physical store and should work on the creation of a relevant experience that makes consumers coming back to the store. It can be concluded that different levels of adoption and experience with e-commerce, generate different challenges for retailers and different perceptions and expectations of consumers.

As a final note, just to clarify that this summary has attempted to establish the basis, the objectives and the general content of the different chapters, providing a rough overview of each of them. The specific research background as well as the results and conclusions of every aspect of the research can be found in the thesis, in the same way that the contribution of the research, its main limitations and further research proposals.

INTRODUCTION

Introduction

1. Research Background

The retail sector is living a turbulent time, which makes increasingly difficult to compete in the current environment. As a consequence, the pressure suffered by retailers to adapt to the new circumstances has never been more coercive than now (OXIRM, 2006, Euromonitor International, 2009). The present retail scene is dominated by multichannel retailers due to the fact that more and more retailers are moving into online channel looking for higher profitability (Euromonitor International, 2009). As a result, e-commerce has grown significantly over the last few years at a rate that even outpaces traditional retail channels (Sands et al., 2010) with future prospects looking very optimistic (Dennis et al., 2010, Doherty and Ellis-Chadwick, 2010). E-commerce represents a big potential for both retailers and consumers. For retailers, it is expected that by 2020, 30 per cent of total retail sales will take place on the Internet (Saunter, 2013). For consumers, e-commerce represents a potential that has been quantified in an overall gain of around EUR 204 billion if e-commerce reached 15 per cent of retail sales in the European Union countries (European Commission, 2012).

Considering the potential that e-commerce represents and that the Internet has transformed and will continue shaping the retail sector in forthcoming years (OXIRM, 2006, Doherty and Ellis-Chadwick, 2010) it is mandatory to analyse the main drivers for e-commerce development. Technological, legislative and competitive factors are important aspects for e-commerce growing. In addition, Reynolds and Cuthbertson

(2004) stress the importance of factors related to consumer acceptance such as the ease of access, the perception of time scarcity or the fact that the use of e-commerce becomes popular. In fact e-commerce is becoming increasingly popular and the number of online shoppers is growing worldwide (PWC, 2011). However, the level of e-commerce adoption between consumers from different countries is very unequal (San Martín et al, 2009). Focusing our attention on the European Union (EU onwards) the markets of Northern and Western Europe are more developed in terms of online shopping while in Eastern and Southern Europe consumers are still reluctant to buy through the Internet (Euromonitor International 2011c). The leading countries in e-commerce development are the United Kingdom (UK onwards), Germany and France (Euromonitor International, 2011b) whereas in Southern European countries like Spain, Portugal and Greece, the global spent over the Internet is lower (Passport, 2011). These cross-country differences generate a loss of potential of the channel because a higher expansion would result in a reduction of prices, greater choice for consumers (Euromonitor International 2011) and would allow the access to a wide variety of products to consumers who live in more remote areas (Euromonitor International 2011b, Dennis et al., 2007).

The causes that lead to these differences in e-commerce development are strongly related with consumers' confidence and with the overall quality of the shopping experience. Precisely, it has been suggested that the shopping experience in the channel is one of the most important factors that explain why some countries are more advanced than others in e-commerce adoption (European Commission, 2012). Therefore, the analysis of the online experience from the perspective of consumers from different countries could provide better understanding and greater insight into the processes involved.

Spain and the United Kingdom exemplify two countries with very different levels of e-commerce adoption. The UK is the most mature Internet retailing market in Europe and the second worldwide while Spain ranks the 17º in e-commerce use in the EU (Passport, 2011). However, Spain is still one of the biggest markets in the use of the Internet overall, with 16.5 million of Spaniards browsing daily and an increase of 3.3 per cent in the number of broadband lines in the last year (ONTSI, 2012, CMT, 2012). Regarding the adoption of mobile Internet, Spain is in the top place along with the UK in smartphones' use in the EU5 (Fundación Telefónica, 2013).

The differences between Spain and the UK vary based on the specific sector of activity. The fashion industry, due to its peculiarities and its current situation in both countries, represents the adequate sector to establish a comparative study. In Spain, the digital fashion business has suffered a significant reduction in the last year in both number of buyers and average spending by buyer (ONTSI, 2012, Mintel, 2013). These data contrast with the exceptionally positive results of the overall clothing sector in 2012 and with the optimistic forecasts for the next year in Spain (Barómetro de Empresas de Moda, 2012). By contrast, fashion has become the fastest growing and most popular category bought online in the UK with an increase of 147 per cent since 2006 and a expected growth 86 per cent to reach almost 9.4 billion in 2016 (Clifford, 2012).

It should not be forgotten that in the case of Spain, an unprecedented recession, considered unique with regards to the time of recovery, is eroding the economic stability and household confidence and has deeply affected consumers' shopping habits (Passport, 2012, Millward Brown, 2012). Therefore the economic downturn is due to be an important moderator in the situation that needs to be analysed.

As a conclusion it can be said that e-commerce considered in the context of multichannel retailing is a major area of interest in the field of economics due to the potential it represents for the economy and due to the dynamics of consumer behaviour involved. There is no specific research about the lack of development of e-commerce in Spain considered from an experiential, multichannel and cross-country perspective simultaneously. The research will be focused on consumer behaviour' dynamics as it will be exposed following.

2. Objectives of the research

As stated before, the shopping experience in the Internet is one of the most important factors that explain why some countries are more advanced than others in e-commerce adoption. Because of that, Spanish and British consumers' shopping experiences will be analyzed from an experiential perspective.

The general aim of this research is to gain better understanding about multichannel shoppers' perceptions and behaviours across channels – physical stores and online channel - from a cross-country perspective. This general aim can be divided in four objectives that will be addressed in four different chapters of this thesis:

- First, to explore the characteristics of the fashion shopping experience in different retail channels and its influence on search intentions and purchase intentions of Spanish consumers, from a utilitarian and hedonic point of view.

- Second, to examine how the Spanish economic situation is affecting consumers in their relationship to fashion consumption and, specifically, to analyse how it influences their perceptions, motivations and use of different retail channels.

- Third, to determine if differences in e-commerce, and specifically in fashion e-commerce, between Spain and the UK are due to the heterogeneity of consumers' behaviours and attitudes through online shopping.

- Fourth, to analyze whether online shopping expertise affects and shapes the overall fashion experience and influences consumers' motivations to buy in different channels.

Next the structure of this research is explained.

3. Structure of the research

The overall structure of the study takes the form of six chapters, including this introductory chapter. Figure 1 outlines the schema of the thesis.

Figure 1: Structure of the research

Introduction: research background, general concepts, theoretical framework, methodology

Chapter One: The influence of hedonic and utilitarian shopping values on consumers' search and purchase intentions	**Chapter Two:** The importance of the shopping experience in times of recession
Chapter 3: The role of the cultural differences in international fashion retailing: a cross-country analysis	**Chapter 4:** Multichannel fashion; the role of the expertise in shopping online and cross-over effects between channels

General Conclusions: contribution, limitations, further research

Source: compiled by authors

The research begins with an *Introduction* where the general background of the research is explained, the main concepts are reviewed and the common theoretical framework and methodology are described. Then four themed chapters address different issues related with the same research topic. *Chapter One* and *Chapter Two* are focused on the Spanish case while *Chapter 3* makes a comparison between Spain and the UK and *Chapter* 4 is exclusively devoted to the UK. Last the *General Conclusions* give a brief summary of the conclusions of different chapters and implications of findings as long as the general contribution of the research and the identification of areas for further enquiry.

The *Introduction* set up the problems, context and the main concepts of the research, including consumer experience and multichannel retailing, and an overview of the peculiarities of the fashion industry. The Theoretical Framework of the thesis is exposed in the introduction as well; however, the specific issues covered in each chapter will make necessary to review theories connected to them or even propose specific frameworks of analysis. The methodology is explained here too, including the different methods of analysis of results that will be applied in the different chapters.

Chapter One analyses the hedonic and utilitarian dimensions of the shopping experience in bricks-and-mortar stores and online channel and how these dimensions influences different shopping outcomes in the case of Spain.

Chapter Two faces the consequences of the Spanish economic recession on consumers' perceptions, motivations and use of different retail channels paying special attention to the role that the shopping experience plays in times of crisis.

Chapter Three establishes a comparison between Spain and the UK, considering the role of cultural differences and the expertise in the use of e-commerce.

Last, *Chapter Four,* based on the maturity of online shopping in the UK, explores the role of the expertise in browsing/buying fashion online and the cross-channel influences on British consumers' perceptions and motivations when they use different channels.

The final chapter, Conclusions, draws upon the entire thesis tying up the various theoretical and empirical strands. The contribution and limitation of the thesis are deeply considered and proposals for further research are outlined.

Next we review the general concepts and background of this research: consumer experience, multichannel retailing and the peculiarities of the fashion industry.

4. Relevant concepts of the research

4.1. Consumer Experience

The creation of a superior consumer experience has become one of the main objectives for retailers in the current environment (Verhoef et al, 2009). The consumer experience originates from a set of interactions between the consumer, the product and the company, producing an experience that is strictly personal and involves consumers at rational, emotional, sensorial, physical and spiritual levels (Gentille et al., 2007).

Verhoef et al (2009, p.32) perform an extensive review of the concept and propose the following definition: *"the customer experience is holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses to the retailer. This experience is created not only by those elements that the retailer can control but also by elements that are outside the retailers' control. The customer experience encompasses the total experience, including the search, purchase, consumption and after-sale phases of the experience and may involve multiple retail channels*". So the retailer is not in control of the whole consumer experience because there are aspects such as the influence of others or the purpose of shopping that are out of retailers' reach.

Grewal et al. (2009) agree with this observation and with the fact that the consumer experience includes every point of contact between the consumer and the business, product or service. Within these points of contact they differentiate the macro factors from other factors that can be easily controlled by the company such as promotion, price, supply chain, merchandise and location. Likewise, Meyer and Schwager (2007) make a difference based on the direct or indirect contact between the consumer and the company. This way, direct contact generally occurs in the course of purchase and is usually initiated by the customer while indirect contact most often involves unplanned encounters with representatives of companies, products, service or brands and takes the form of word-of-mouth, advertising, reports or reviews, among others.

Another interesting definition of consumer experience is the one provided by Shaw (2007, p.8) that argues that *"a customer experience is a blend of an organization's physical performance, the senses stimulated and emotions evoked, each intuitively measured against customer expectations across all moments of contact".* The author distinguishes the physical part of the experience – product, price and channels – from the emotional part of the experience, which is related with consumers' feelings.

The importance of the consumer experience

The development of excellent shopping experiences has a direct influence on consumers' responses, generating greater loyalty (Manning and Dorsey, 2008) and determining how much the consumer is willing to pay for a product (Pine and Gilmore, 2011). On the other side, the effect generated by a negative shopping experience in one channel not only affects consumers' perceptions on that channel but also extends to all points of contact with the retailer (Forrester, 2011). Furthermore, the consumer shifts from one channel to another during the shopping process so that the experience must be consistent between channels, and the reality is that many retailers that perform well in individual channels, fail in providing an integrated experience between them (Khan, 2007).

The notion of an entertaining and aesthetically appealing consumer experience gained particular importance in retail stores in both Critical Consumer Theory (Kim, 2001, Kozinets et. al. 2002, Penaloza 1999) and the consumer and environmental behaviour literature (Bäckström and Johansson 2006, Verhoef et. al. 2009) and is considered an important element in the generation of value perceptions in retailing (Jones et al., 2006). A pleasurable retail experience encourages a relationship between the consumer and the retailer (Spena et.al. 2011), reinforcing consumers' emotional connection with the brand (Healy et al., 2007) and is associated with an increase in the shopping activity (Kim et. al. 2007) and store patronage intention (Baron et. al, 2001, Newman and Patel, 2004). In the case of e-commerce, the consumer experience is also one of the key drivers to boost the growth of the channel (PWC, 2011).

The most important aspect to manage the consumer experience is precisely to understand the consumer (Puccinelli et al., 2009), building experiences that match their expectations and grow in the long term (Browne, 2009). And consumers are now immersed in the search of experiences in their shopping processes according to the paradigm of the economy of experiences that will be reviewed in the following epigraph.

The experiential concept and the paradigm of the Experience Economy

The experiential aspect of consumption has gained recognition since Holbrook and Hirschman (1982) identified consumption as a subjective state, hedonic as much as utilitarian, with consumer behaviour rooted in the consumption experience (Holbrook 2007). Experience in this context is described as a personal internal response, evoked by a direct or indirect contact with the product, company or brand (Gentile et. al. 2007, Meyer et. al. 2007). This engages the consumer at cognitive, emotional, social, sensory and physical levels (Gentile et. al.2007, Schmitt 1999, Verhoef et. al.2009). Memorably forms a further dimension to experience, and Pine and Gilmore (1998) have been particularly influential in defining aesthetic, educational, escapist and entertaining experiences for consumers. The goal in these experiential strategies is to engage the consumer to create emotional bonds between a company and its customers, therefore becoming part of their life and memories (Pine and Gilmore, 1998).

This theory lies on the fact that the economy of services has evolved into an economy of experiences which means that consumers are looking for new experiences when they buy and they are able to pay more for them (Pine and Gilmore, 2011, Reynolds and Cuthbertson, 2004).

In 1998 Pine and Gilmore introduced the idea of 'Experience Economy' changing the way in which economic offerings were understood at the moment. The authors describe a progression of economic value that has evolved from commodities to goods, then services and currently, experiences: "*An experience occurs when a company* *intentionally uses service as the stage, and goods as props, to engage individual customers in a way that creates a memorable event. Commodities are fungible, goods are tangible, services intangible and experiences memorable*" (Pine and Gilmore, 1998, p.98)

In the early stages of economic development, the production process was related to needs. Consumers wanted goods and then services to satisfy, first, their need for survival and later, for materialism, knowledge and problem solving. The increase of consumers' spending power allowed them to spend money on non-essential products and services and look for additional experiences over additional possessions (Solomon and Rabolt, 2009). Now, the consumer wants to be entertained and experience new aspects of life (Sundbo and Dormer, 2008). In fact, one important thing to consider is that the experience economy is not exclusive from the private sector but public institutions as museums are a part important of it (Sundbo and Dormer, 2008).

The experience economy applied to the retail environment has resulted in concepts like experiential marketing, shoppertainment, retailtainment or entertailing (Sundbo and Dormer, 2008). But experiences are more than entertainment. Companies must develop experiences thinking across two dimensions: customer participation and connection. The customer participation can be active or can be passive if they are simply observers. But the connection is especially important because is the link between the consumer and the experience and leads to the creation of an emotional bond with the retailer (Pine and Gilmore, 1998).

Consumers look for an emotional impact of the product and therefore they want to buy products that provide hedonic value for them in addition to their primary function; (Solomon and Rabolt, 2009). Nowadays 74 per cent of worldwide consumes are classified as recreational shoppers (Euromonitor International, 2008); likewise, the creation of experiences is mainly associated to hedonic value, but depending on the sector utilitarian value can be determinant (Bäckström and Johansson, 2006).

The importance of the economy of experiences has resulted in the development of a new marketing approach called Experiential Marketing (Schmitt, 1999) that postulates that consumers are rational and emotional human beings that seek to achieve pleasurable experiences. Schmitt lists 5 types of experiences related to different ways of stimulation: sensory experiences, affective experiences, creative-cognitive experiences, physical experiences related to behaviours and lifestyles and social-identity experiences referred to a group or culture. Regardless of the type of experience the objective is to create holistic experiences, consideration that is present in the work of Kim and Sullivan (2007) too. These authors established that the utilitarian and hedonic consumption experiences have evolved from a product focus to a holistic consumption that includes product, people, place and the environment. So the consumer gets the overall value of the shopping experiences as a sum of the different elements involved.

The concept of hedonic and utilitarian consumption will be further analysed in the explanation of the theoretical framework.

4.2. Multichannel retailing

The frameworks relating to the consumer experiences are particularly valuable in times where retailers are under increasing pressure to adapt to new circumstances such as the growth of international competition, industry concentration, the decrease of households' demand and the effects of the Internet and electronic commerce (OXIRM, 2006). In addition, retailers have to deal with a diversification of consumer needs, the fragmentation of values and a change in the balance of power in favour of the consumer (Bagge, 2007). This situation represents a challenge of similar potential to the Industrial Revolution (Schoenbachler and Gordon, 2002).

The present retail landscape is dominated by multichannel retailers. The concept of multichannel retailing refers to all the activities that involve the sale of products or services through more than one channel (Zhang et al., 2010). However Bagge (2007) distinguishes a retailer selling across multiple channels from a multichannel retailer, explaining that multichannel retailing requires a consistent brand experience across all points of interaction with the consumer. This implies that the integration of experiences across channels is a crucial success factor because encourages desirable consumers' behaviours (Montoya-Weiss et al., 2003) and motivate them to use different channels (Neslin et al., 2006). For retail brands a multichannel strategy requires the integration of online sites and physical stores, but can also include catalogues, telephone sales and mobile apps with the aim of optimising consumers' shopping experiences, increasingly blurring the distinction between online and physical retailing. However the growth of multichannel retailing has been variable, from strategies that embrace innovative and comprehensive web sites, to small scale, experimental applications (Doherty and Ellis-Chadwick 2006).

Multichannel retailing is not a new phenomenon considering that channels such as catalogues have had an important presence in countries like the USA. However starting in the mid-1990s and continuing into the 2000s the retail marketplace has notably changed due to the huge increase in the use of the Internet by both consumers and business segments (Grewal and Levy, 2009). Consequently the growth of online sales has encouraged to single-channel retailers to develop a complementary online strategy looking for more profitability (Euromonitor International, 2009). Through e-commerce, traditional retailers have improved their operational efficiency, providing more benefits to consumers such as greater shopping convenience, better accessibility or reduced cost (Sands et al., 2010, Zhang et al, 2010).

There are a lot of opportunities associated with the adoption of a multichannel strategy and specifically with the adoption of e-commerce (Zhang et al, 2010). On the one hand, non-physical channels facilitate the access to new markets without the need of physical buildings. On the other hand, using a combination of channels, retailers can better meet consumer needs, enhancing the benefits and overlapping the deficiencies of each channel (Sands et al., 2010, Zhang et al, 2010). There are also some barriers, as the lack of broadband access of part of the population or the cost of creating a multi-channel offer for pure-play retailers. In addition, the new digital channels have been referred as the 'dark channels' because most of retailers do not understand the dynamics of those channels and do not know which is the best strategy to follow with them (PWC, 2011).

Experts recommend include e-commerce into the main organisational structure in order to be treated as an integral part of the brand proposition (PWC, 2011). The key is to apply similar strategies that have been successful for traditional retailing in the online channel (Griffiths and Howard, 2008).

The British Bureau of Statistics indicates that electronic commerce occurs when the decision between the buyer and the seller to transfer the ownership of a property takes place in an electronic environment (Reynolds and Cuthbertson, 2004). This definition, as noted by the authors, makes no reference to the indirect effects of the Internet in the moment previous to the purchase or in the post-purchase consumer service, which is very likely to influence shopping and behavioural outcomes. Therefore e-commerce is much more than a simple transactional site, at a extent that the development of the Internet as a channel has meant a retail revolution, producing a total change in the value chain, from manufacturer to consumer (OXIRM, 2006, Griffiths and Howard, 2008). The Internet has transformed the way consumers shop in a number of categories and the way retailers do business with their suppliers and their customers (Grewal and Levy, 2009). Some of the reasons that explain the rise of e-commerce are the broadband access extension and its accessibility to all age and income levels in different regions along with the increasing number of devices to browse online (PWC, 2011). Not to be forgotten the factors related with consumers' acceptance and the overall quality of the shopping experience in the channel that have been previously commented.

The scenario is challenging. Retailers must be aware of the need to change the focus in the channel by the focus on the consumer because the focus on the channel means to assume that the company owns the experience when in the case of multichannel retailing is the consumer who owns it (Schoenbachler and Gordon, 2002, Forrester, 2011). The digital revolution has empowered consumers raising expectations for different experiences and changing behaviour (Schoenbachler and Gordon, 2002) what makes necessary to integrate the information obtained from them and learn more about their shopping experience and shopping behaviour. That will provide strategic advantages to retailers that can be used in their marketing strategies (Zhang et al, 2010).

In addition, there must be a seamless integration of the brand offer in different channels (Griffiths and Howard, 2008). The integration of off line and online operations involves the focus on e-commerce and physical stores (Ernst and Young, 2001) as they are the most relevant retail channels now. This way, the success of a multichannel offer means to know exactly what role play each of these channels and then, site and stock them properly (PWC, 2011).

Interplay between e-commerce and physical stores

Nowadays, boundaries between online and off line retailing are blurring (Mintel, 2011). Apart from e-commerce, m-commerce represents new challenges and opportunities and will re-shape the retail scene again (Zhang et al. 2010). With m-commerce we mean all the transactions made through mobile devices while e-commerce is the most general term and refers to transactions made through a desktop or laptop, including mobile devices as well. The most specific term is t-commerce, related with tablet transactions (Mercer, 2013). If the online channel is characterized by its convenience due to the accessibility all day and 24 hours, m-commerce opens shopping online to new locations and times, making moments as commuting, potential times to buy (Mercer, 2013).

The pace of online growth is going to be disruptive to existing retail business models as the need for the current number of stores will be limited or almost non-existent (Passport, 2011). Market research indicates that in physical stores the allocation of space will be reduced, freeing up spaces for e-commerce related activities. Consequently bricks-and-mortar stores are predicted to be smaller as online sales growth (Deloitte, 2011). Reynolds and Cuthbertson (2004) anticipated the 'showroom effect' that would involve the conversion of physical stores in simple showcases where the consumer can see the product and then buy it online at a lower price. These showrooms will be places to learn about consumers as well (Wolfinbarger and Gilly, 2001).

The reasons why people go to stores are becoming increasingly polarised between the two extremes of entertainment and convenience (PWC, 2011). From consumers' point of view, the physical store allow them to see the product and have direct interaction with sales assistants despite the disadvantages of a fixed location and limited hours (Roy et al, 2005).

Hence the store is expected to be the main place to shop in the next 5 years but it is important to acknowledge that they are becoming one part of a larger and integrated customer experience (Deloitte, 2011). The integration of channels involves the creation of multichannel capabilities in stores and online. In the case of the store, click-and-collect services are especially relevant as they represent the 39 per cent of online transactions in the UK and give opportunities to drive traffic to the store and, in consequence, increase purchases (Mercer, 2013). Furthermore, online search plays a significant role in driving in-store behaviour (Sands et al., 2010).

But the role of the store and e-commerce will depend of the specific sector of activity. In the case of fashion clothing, physical stores represent an important asset of the brand. The peculiarities of the fashion sector make that the interplay between retail channels works differently when compared with other sectors. These peculiarities will be exposed next.

4.3. The Fashion Sector

The growth of the fashion sector, globally considered, slowed in 2007-2008 and dropped again in 2008-2009. From 2011 it started to grow again with value sales increasing by 5 per cent, reaching US $ 1.7 trillion (Passport, 2012b).

The Internet has been the fastest growing channel during these years, rising 20 per cent between 2006 and 2011 corresponding to a growth in sales of US $50 billion as consumers have overcome initial reservations and increasingly embrace the channel (Passport, 2012b).

These initial reservations comes from the fact that clothing is considered to be a high involvement product category (Bloch and Bruce, 1984) related with personal ego (Keng et al., 2003) and products that need to be seen, felt, touched (Citrin et al., 2003) and tried on because they are difficult to evaluate. Therefore, there is a need of tangible information to properly evaluate fashion items (Griffiths and Howard, 2008). As a consequence, the fashion industry has been slower than other sectors to adopt e-commerce due to the difficulty of translating the in-store experience to the online environment (Sender, 2011). This fact has been even more remarkable in the case of Spain. Specifically, the fast fashion business model – Inditex would be a good example- has been reluctant to go online, as it has been traditionally based on consumers making regular visits to the store to see what new items have arrived (Mintel, 2011).

It must be taken into account that, along with the general obstacles associated to e-commerce as financial risks or concerns over security, there are specific barriers to buy fashion through the Internet. Online shopping generates greater product performance risk perception in fashion due to the inability to physically examine the product previous to purchase (Kim et al., 2007). Social risks, related with self-esteem and self-confidence, and psychological risks, related with affiliations and status, are highly involved with fashion as well (Solomon and Rabolt, 2009). Even more specific is the risk category developed by Yu et al. (2012) in an attempt to provide a framework to understand consumers' avoidance to shop fashion online. This category includes 'tactile', 'visual' and ´trial' risks.

The perceived risks associated with online settings have led consumers to concentrate their fashion shopping to physical channels prioritizing this channel over the Internet (Lu and Rucker, 2006). Recently however, the development of new technologies applied to e-commerce enable consumers to evaluate fashion online, creating an interactive and exciting shopping experience. Likewise, the online fashion experience has evolved from a transactional model that provided a straightforward purchasing function to an experiential one that offers a wider shopping experience and, as a consequence, fashion has become the most popular and fast growing category in some places such as the UK and the USA (Clifford, 2012).

In spite of the initial doubts about the ability to sell clothes online, the volume of clothes and footwear sold through the Internet has increasingly grown in the last years (Marciniak and Bruce, 2007). The first fashion pure-play retailers (retailers that sell exclusively online without physical channels) were not very successful at the beginning but e-tailers like Asos or Net-a-Porter are having great benefits today (Griffiths and Howard, 2008). That demonstrates that high-involvement items such as apparel may require different purchase process models compared to low-involvement products (Yoh et al, 2003).

The good performance of fashion retailers in recent times is closely related with the improvement of the shopping experience in the channel mentioned above. This is especially important considering that the growing of the Internet as a channel will be boosted by the shopping experience in it (Drapers, 2012b).

The fashion shopper

It is difficult to create a profile of the fashion shopper in view of the fact that fashion plays a democratizing role that contributes to blur demographic boundaries. However, we can draw a few lines considering the most relevant demographic variables: age and gender. Related to age, 5 main groups have been identified in academic and industry research (Burke, 2002, Solomon and Rabolt, 2009, Clifford, 2012, Mercer, 2013, Verdict, 2012):

- 8-12: preteens. The awareness of fashion is getting younger and as a consequence this is an important group to be considered for fashion retailers.
- 16-24: the most avid followers of style trends. They are low-income consumers that have reduced the quantity of clothes bought and are shopping more in value retailers now. They look for a fun and visual shopping experience.
- 25-34: they have greater spending power and they are digitally confident what makes them the main target for online retailers.
- 35-54: a quality-oriented group, not very well defined nevertheless.
- +55: the called ‘grey power’ is predicted to reach 19.3 million in 2016. They spend a lot of money in clothing but feel overlooked by fashion retailers. They prefer to have product information and a good customer service when they shop.

With regards to gender, it can be said that boundaries are blurring specially in the younger segments but different issues related with gender differences will be further analysed in the upcoming chapters of this research.

Apart from demographic characteristics fashion consumers can be differentiated by their preferences in buying fashion. Thus, Watson and Yon (2013) refer to slow versus fast fashion consumers according to if they look for high-quality and timeless items or they prefer to follow the last trends. Precisely the adoption and spread of new trends is in the base of Workman and Cadwell (2007) classification of fashion shoppers. Likewise 'Fashion Innovators' are the first consumers to buy and wear new fashions while 'Fashion Opinion Leaders' are the ones who influence others to adopt these new fashions. If they are the first to wear new trends and have an influence on others as well, they can be considered 'Innovative Communicators'. And finally, 'Fashion Followers' are the people who wait until a trend is accepted to wear it.

Last, based on the objectives of this research it is interesting to examine attitudinal differences in fashion consumption, specially looking at the 2 countries analysed in this thesis. Likewise, consumers are becoming increasingly confident in shopping clothing on line. Pure-play Internet retailers like ASOS and store-based retailers are developing their on line models rapidly (Euromonitor International, 2011). However, despite the globalization of attitudes and behaviours, fashion cannot be understood out of the cultural context within it is developed (Solomon and Rabolt, 2009).

In Spain, there is a growing interest in fashion from an important part of the Spanish population, especially young women (Mintel, 2011). It has been accounted that the 7 per cent of fashion shoppers are prepared to buy fashion online, which explains that online sales accounted for less that 1 per cent in 2011 percentage exceptionally low compared to other countries (Mintel, 2011). In the last years there has been a proliferation of fashion blogs and an increasing use of social networks to research fashion trends. In the UK, fashion is the most popular category sold through the Internet and consumers are highly experienced in the dynamics of online shopping.

Apart from that, there are important differences regarding the level of integration of physical and virtual channels between Spain and UK. Fashion retailers in the UK are, in fact, the best example of channel integration and design of online experiences with examples such as Asos or Burberry. On the other side, some reports claim that Spanish retailers have developed transactional websites to face a consumer demand but they do not integrate the experience between their channels (Mintel, 2010). All these issues will be further analysed in the research.

5. Theoretical Framework

The experiential concept of consumption has been translated into different theories; one of the most important is the one that recognizes that the shopping experience provides value to consumers and that this value can be both, hedonic and utilitarian.

The concept of value

The consumer value is a key element to understand consumers' behaviour and, as a result, provides the foundation of all marketing activities (Holbrook, 1986).

The concept of value has been defined in multiple ways in the literature. Zeithalm (1988) carries out an extensive review of the concept and identifies four common uses of the term. The first one is the consideration of value as 'price' (pp.13). The second one is more general and defines value as 'whatever I want in a product' (pp.13). The third goes beyond but it is still focused on the product as considers value as 'the quality I get for the price I pay' (pp.13). Finally, the fourth common use of the term refers to value from the perspective of the complete shopping experience. This way, value can be defined as *'all factors, qualitative and quantitative, subjective and objective, that make up the complete shopping experience'* (Schechter, 1984 cited in Zeithaml, 1988, pp.13). So value is not limited to the acquisition of the product but it is derived from the consumption experience generated from that acquisition (Holbrook, 1996). This research refers to value from this experiential perspective, considering value as a key outcome variable in a general model of consumption experiences (Holbrook, 1986).

This way, perceived value can be considered as the culmination of perceived benefits derived from search, acquisition and use of goods and/or shopping environments (Fiore and Ogle, 2000). From this perspective, a shopping experience could provide value either through the accomplishment of its goal or by providing enjoyment in the process. On account of that two types of shopping value can be considered: hedonic and utilitarian (Babin et al. 1994).

Hedonic and utilitarian shopping value

Hedonic consumption refers to 'those facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of ones' experience with the products' (Hirschman and Holbrook, 1982, pp.92). It is a type of consumption that seeks fun, amusement, fantasy, sensory stimulation and enjoyment (Holbrook and Hirschman, 1982). This way, hedonic shopping value can be defined as the perceived entertainment and emotional worth provided through shopping activities (Bellenger et al., 1976, Babin et al. 1994). It is subjective and personal (Babin et al., 1994) and relates to the level of perception where shopping is considered emotionally useful (Irani and Heidorzaden, 2011). The hedonic perspective includes not just the physical but the psychological experiences as well (Hirschman and Holbrook 1982).

On the other hand, utilitarian shopping value is rational and task-oriented (Batra and Ahtola, 1990). It can be considered as a cognitive and non-emotional outcome of shopping (Hirschman and Holbrook 1982), closely linked with the accomplishment of the consumption need that stimulated the shopping trip (Babin et al., 1994). So utilitarian value is associated with more instrumental and functional attributes (Batra and Ahtola, 1990) while hedonic value results more from fun and enjoyment than from task completion (Holbrook and Hirschman, 1982). Experiential shopping and goal-directed shopping have been used as synonyms of hedonic and utilitarian shopping (Wolfinbarger and Gilly, 2001).

If both values are placed against each other, as shown in Figure 2, it could be noted that the hedonic shopping activity is an end in itself and it is not necessary to complete the purchase to experience hedonic value from it. On the contrary, utilitarian shopping is a mean to an end and implies the necessity to complete the purchase, which is planned and performed efficiently as the emphasis in on rationality versus the emphasis on experience that involves hedonic shopping. Hedonic is synonym of dreaminess, pleasure and playfulness while utilitarian is synonym of satisfaction of needs, necessity or seriousness. Furthermore, hedonic is often accompanied by impulsive buying and it is outside the routines of everyday. As efficiency is not important, there is no a clear beginning and end point of shopping.

Figure 2: Hedonic Value vs Utilitarian Value

HEDONIC VALUE	UTILITARIAN VALUE
An end in itself	A means to an end
Does not neccesary imply making purchases	Always imply making purchases
Emphasis on experience	Emphasis on rationality
Spending of time	Scarcity of time
Outside the routines of the everyday	On everyday routines among others
Effectiveness unimportant	As effective as possible
Impulsiveness	Planning
Dreaminess and self-illusory	Realistic satisfaction of needs
Pleasure	Neccessity
Playfulness	Seriousness

Source: Lethtonen (1997)

But these differences do not mean that both shopping values are discrepant. The shopping experience has an integrative nature and consists of hedonic and utilitarian shopping values (Fiore et al., 2007). That implies that all consumption processes and consumer behaviour involve both dimensions (Batra and Ahtola, 1990, Jones et al. 2006). Hence consumers perceive utilitarian value through the acquisition of the product while simultaneously perceive hedonic value in the enjoyment of the shopping experience itself (Carpenter and Moore, 2009). However, the relationship between them is not easy to predict. Sometimes, both values are present in a shopping experience in similar levels while many others one value type may inhibit the other (Babin et al., 1994). That implies that a high/low level of one does no predict a high/low level on the other. It is important to consider that different levels of hedonic shopping value generate different consumption behaviours (Babin et al. 1994) and this tendency is augmented when consumers buy for hedonic products such as fashion clothing (Irani and Heidorzaden, 2011).

Because although most shopping experiences produce both values, the outcome is different depending on factors such as the product bought or the channel used to make the shopping. With regards to the product, clothing has been classified as a high-hedonic product category due to its symbolic, experiential and pleasing properties (Crowley et al., 1992, Levy, 1959, Hirschman and Holbrook 1982). But to measure and understand the complete shopping experience, the hedonic side of shopping must be considered as well as the utilitarian side (Holbrook and Hirschman, 1982, Babin et al., 1994, Arnold and Reynolds, 2003) because consumers' total experience can be explained as the sum of the utilitarian and the hedonic experiences (Kim and Sullivan, 2007).

The creation of hedonic environments seems to be especially important for products with strong hedonic attributes (Childers et al., 2003). Traditionally, the hedonic shopping value has been associated with bricks-and-mortar stores due to their socially visible nature, what makes that consumers perceive them as places where having an enjoyable experience (Roy et al., 2005). As a consequence, the study of the consumer behaviour in the Internet has been done from a utilitarian perspective that is insufficient now (To et al., 2007). Even when the Internet has strong functional attributes recent research suggests that they no longer exclusive drive online buying and that enjoyment is a strong predictor of attitude towards e-shopping, making social and hedonic motives important not just for shopping in general but for e-shopping too (Childers et al., 2003). Especially younger consumers, who have grown up with the Internet, are expected to look for more experiential benefits in addition to functional issues in their digital experiences (Wolfinbarger and Gilly, 2001). In fact, the hedonic elements of a web site have an influence in the consumers' emotional and cognitive state, creating satisfaction and enjoyment in the online shopping process (Eroglu et al., 2003). Therefore in fashion shopping hedonic value is a key element to predict shopping intentions through the Internet (Childers et al., 2003, Clifford, 2012). The relationship between hedonic and utilitarian dimensions and retail channels will be further considered in chapter 1.

The suitability of this theoretical framework for the research comes from different facts. First, hedonic research is recommended to compare and segment cultural groups because individual differences in cultural background can cause products to vary considerably in the emotions and fantasies they inspire in consumers. This is based on the fact that variations in consumers' emotional response to a product are closely linked to cultural differences such as the nationality (Hirschman and Hoolbrook, 1982). Second, the shopping value is a crucial element to understand consumer behaviour and to predict shopping intentions (Irani y Heidorzaden, 2011), what makes this theoretical framework convenient for this research.

The research about shopping values

Initial studies about shopping value were mostly related with the instrumental aspects of the shopping activity (Bloch and Bruce, 1984, Arnold and Reynolds, 2003). Concretely, that type of research was focused on the decision-making process and on the explanation and prediction of brand choice (Hirschman and Holbrook, 1982). Consumers were considered as rational problem-solvers but not as pleasure-seekers (Bloch and Bruce, 1984) and consequently these traditional shopping measurements did not reflect the total value of the shopping experiences because they were not recognizing the intangible and emotional costs and benefits of these experiences (Bloch and Richins, 1983).

Levy (1959) was one of the first academics in introducing the symbolic nature of products, demonstrating that products are seen to have personal and social meanings in addition to their functional characteristics. The *Product Symbolism* was studied during the 50s' and 60s' and it is considered an important predecessor of the hedonic consumption research. The *Motivation Research* is supposed to be other significant precursor that starts in the 50s' and is focused on the emotional aspects of the products and on the fantasies that these products generate. But it was in the 70s' when the intangible and subjective aspects of the shopping experience began to be investigated in a more comprehensive way. Hirschman and Holbrook (1982) define the concept of hedonic consumption and develop new propositions about it.

Two relevant models to explain the shopping experience are the C-A-B model (cognition-affect-behaviour) and the C-E-V model (consciousness-emotion-value). The C-A-B model establishes that thoughts and beliefs about a product precede the evaluation of that product, which is followed by shopping outcomes such as purchase decision and brand choice.

Figure 3: Models of Shopping Experience CAB vs CEV

CAB Model

Cognition (thoughts & beliefs)	Affect (product evaluation)	Behaviour (purchase decision & brand choice)

CEV Model

Consciousness (thoughts & beliefs/ fantasies/ memories/subsconscious th/ unconscious proc.)	Emotion	Value (experiential & Instrumental value)

Source: Fiore and Kim, 2007

However this model is limited to capture many elements of the shopping experience and Holbrook (1986) proposes the C-E-V model to overcome the limitations of C-A-B model. The C-E-V model consider consciousness as a complex construct that involves more than thoughts and beliefs, including memories, fantasies, imagery, unconscious processes and subconscious thoughts that occur during the shopping experience. These constructs contribute to create an emotion that produces an experiential or functional value.

Apart from these specific models different authors have examined the role of shopping values in shopping outcomes as customer loyalty, re-patronage intention, consumer satisfaction, word of mouth or share of purchase (Babin and Attaway, 2000, Jones et al., 2006, Carpenter and Moore, 2009). Precisely these authors establish the need of doing further research in order to know more about consumer value perceptions in different sectors (Carpenter and Moore, 2009) and in order to have a better understanding about how these perceptions influence the use of channels (To et al., 2007).

Hedonic and utilitarian shopping motivations.

The research about consumers' shopping experience needs to investigate the reasons why people shop (Arnolds and Reynolds, 2003). The term motivation 'refers to the process that lead consumers to behave as they do' (Solomon and Rabolt, 2009, p.120) and the motivation normally appears with a need that the consumer tries to reduce or eliminate.

Few human behaviours are as purposeful as shopping (Puccinelli et al. 2009). Several studies have indicated the importance of considering consumers' motivations to understand their shopping behaviour (Westbrook and Black, 1985, Childers 2001). Tauber (1972) was the first in exploring the shopping motivations behind consumers' shopping behaviour with the premise that shoppers are motivated not just for the functional characteristics of the products but also for the satisfaction obtained during the shopping process. With this premise Westbrook and Black (1985) developed 7 dimensions of shopping motivations, all containing hedonic and utilitarian elements, but being ones more hedonic and ones more utilitarian in nature.

Building on Tauber's research and under the assumption that some times emotional desires dominates functional motivations in the choice of products, Hirschman and Holbrook (1982) included new motivations as pleasure, emotion and enjoyment as opposed to the conventional utilitarian motives. It is important to mention that these authors base their classification on Maslow and Freud theories.

Precisely these hedonic motivations were measured by Arnolds and Reynolds (2003) through the development of a scale that consists of six hedonic motivations applied to the physical channel. They are 'Adventure Shopping' that refers to the exploratory shopping in search for stimulation and the feeling to be in another world; 'Social Shopping' connects with the enjoyment of shopping with family or friends with the objective of socializing and being in touch with others while shopping. 'Gratification Shopping' involves to go shopping to reduce stress or to change a negative mood in a way of treating oneself while 'Idea Shopping' has the objective of being aware of the last trends or see the new products or innovations in the store. 'Role Shopping' reflects the enjoyment of shopping for others'. Last, 'Value Shopping' relates to bargain hunting or sales shopping.

These shopping motivations are in the base of To et al. (2007) research. These authors modify some the hedonic motivations explained above to adapt them to the online context. They do not include 'gratification shopping' and 'role shopping' but incorporate a new hedonic motivation, 'authority and status' adapted from Westbrook and Block (1985) that makes reference to the feeling that consumers experiment when they receive a personalised service at physical stores. In the case of the Internet this motivation can be understood as the feeling of control that comes from the use of the technology. Apart from these hedonic motivations To et al. (2007) developed utilitarian motivations as well. These are 'Convenience', established by the authors as the main reason to shop online and based on the fact that the Internet is not limited by time, space or weather (Burke, 1997) and provides a more comfortable and convenient shopping environment (Wolfinbarger and Gilly, 2001), 'Cost Saving' referred to the opportunity to get the product at lower price on the Internet; 'Selection' due to online stores are able to have a more diversified selection at a lower cost; 'Information Availability' on account of the Internet provides the most efficient means for consumers to get information about product specifications or promotions (Wolfinbarger and Gilly, 2001); 'Lack of Sociality' means that consumers can save complicated and unnecessary social activities and avoid being bothered by salespeople or other persons. Last, 'Customized Products and Services' suggest that online stores are able to provide a variety of customized products being the Internet the best channel to do that (Burke, 2002).

Some of the hedonic and utilitarian shopping motivations reviewed above will be applied in this research as it will be detailed in the methodology. But it is important to emphasize first that the pursue of emotional stimulation is crucial in the consumption of certain category of products, being fashion clothing one of these categories (Levi, 1959).

6. Methodology

A quantitative approach has been taken in order to address the objectives of this research, applying a questionnaire (Allard et al., 2009, Jones et al., 2006, Irani and Heidarzadeh, 2011). Two different retail channels have been considered – bricks-and-mortar stores and the Internet – and respondents were asked to evaluate and compare their last shopping experiences in each of them.

The questionnaire is divided in 3 parts, with different objectives each.

1. The first part of the questionnaire has an exploratory objective and focuses on the general use of the Internet by individuals. The questions are based on information provided by ONTSI, Mintel, INE and Eurostat and include aspects such as frequency of use of the Internet, more frequent activities on the Internet, what people search for, what people buy online and barriers to online shopping.

2. The second part of the questionnaire aims to measure consumers' perceptions and motivations about their last shopping experiences in physical stores and on the Internet, applying the proposed theoretical framework. Consumers were asked to think about the last time they shopped for fashion online, understanding by that the process of searching and/or buying for fashion items.

In-store and online shopping were considered as two separate experiences so that consumers could focus on them more easily (Nicholson et al. 2002, Verhoef et al. 2009). In both cases, consumers were asked to think about the last time they browsed and/or bought in both channels, being each channel the most important used in that concrete shopping process.

Physical and digital shopping experiences are holistically considered as the store environment provides a cognitive integrated experience and the same principle applies to online environments (Parsons, 2011, Schmitt, 1999, Kim and Sullivan, 2007). Hence it seems more appropriate to examine the effects of a shopping environment when the shopper is exposed to all sensory stimuli.

This second part is composed of different questions:

- First of all, a question to capture consumers' multichannel behaviour was included asking if they used more than one channel during the shopping process, always referred to physical stores and the Internet. It does not involve cross-channel behaviour but it is accepted as well. At the moment of doing this research there were no validated scales to measure multichannel behaviour and consequently the question was designed in collaboration with academics from different universities for this specific purpose and with an exploratory objective.

- Next, to make respondents remember more clearly their last shopping processes in stores and online, there was a question about what they bought, including ‘nothing’ as a choice, because a shopping process can provide hedonic value itself even when you do not buy anything (To et al., 2007).

• To measure consumers’ last shopping experiences the Personal Shopping Value scale was applied. This scale was developed by Babin et al. (1994) to measure consumers’ evaluations of their shopping experiences and has been widely used by academics to study consumers’ shopping behaviours (Jones et al., 2006, Irani and Heidarzadeh, 2011). The scale consists of 15 items, 11 referred to hedonic shopping value and 4 referred to utilitarian shopping value. Participants had to indicate their degree of agreement with the different items using a 5-point Likert scale ranging from absolutely disagree (1) to absolutely agree (5). This scale is considered to be the perfect construct to study individual differences in web usage behaviour (Cotte et al, 2006) and has demonstrated adequate levels of reliability and validity in previous research.

• Consumers’ motivations to search and/or buy fashion have been measured as well. Due to the extension of the study and the different objectives involved, we have selected the hedonic and utilitarian motivations that are more relevant to the object of the study, coming to a total of 5 hedonic and 3 utilitarian motivations. For hedonic motivations the items have been taken from Arnolds and Reynolds (2003) who developed and validated their own scale as it has been explained before. The motivations included are ‘adventure shopping’, ‘idea shopping’, ‘value shopping’, ‘gratification shopping’ and ‘social shopping’ whose description has been already done. In relation to utilitarian motivations ‘convenience’, ‘cost-saving’ and ‘selection’ have been considered. The items have been taken from To et al. (2007). These authors adapted ‘convenience’ and ‘selection’ from Eastlick and Feinberg (1999) who developed both motivations for mail catalogue shopping. ‘Cost-saving’ was developed by Chandon et al. (2000) in the context of sales promotions. The three motivations were modified to be adapted to the special conditions of Internet shopping and the complete survey instrument was subsequently validated by To et al (2007).

• Then, based on these last shopping experiences respondents were asked to show their search and purchase intentions in both channels, idem with a 5-point Likert scale ranging from absolutely disagree (1) to absolutely agree (5). The items to measure both intentions have been taken from To et al. (2007), developed and validated by them in their research. The measure of search intention and purchase intention is not equal to actual search and purchase behaviour but it has demonstrated to have predictive usefulness (Brown et al. 2003).

• In the case of online shopping, a question to measure the level of consumers’ experience in buying fashion online was included. The item was adapted from San Martin et al. (2009) and measures the level of online expertise by offering two options: ‘high experience in buying fashion online’ and ‘low experience in buying fashion online’.

3. The last part of the questionnaire is reserved to demographics, including gender, age, education, work activity and income level as they are relevant to the research topic and

will be considered in different parts of the analysis. The relationship between these demographic variables and the object of study will be exposed in next chapters.

There was a final question about the favourite bricks-and-mortars and online stores of the respondents. They had to choose 3 physical and virtual stores from a list provided with the option of including more if they were not able to find their favourite retailers in the list. This question has an exclusively exploratory purpose.

The procedure of building the questionnaire was followed by a consultation with experts from the University of Oxford and Complutense University of Madrid in order to improve its effectiveness and ensure that cross-country equivalences were fulfilled. As the instrument survey is mean to be applied in two different countries it must accomplish the requirements of cross-cultural survey instruments. Malhotra et al. (1996) perform an extensive review of methodological issues related with cross-cultural marketing research, coming to the following relevant issues. First, regarding the problem definition, it is necessary to compare 2 phenomena that share things in common and have some differences as well. Next, there must be functional equivalence in the compared behaviour what means that it has been developed in response to a shared problem. Both conditions are fulfilled in the research as it will be explained in the next chapters. But specifically related to the questionnaire, there are additional requirements that have been considered too.

- Conceptual equivalence: the meaning of research concepts must be equivalent and the research problem must be defined in a way that is equivalent for individuals in both cultures.

- Construct equivalence: the marketing constructs applied must have the same meaning and significance in different cultures.

- Instrument equivalence: scale items must be interpreted identically across cultures.

- Measurement equivalence: each scale item must measure the underlying construct equivalently.

- Linguistic equivalence: to assure linguistic equivalence we have applied a back translation process, which consists of translating the questionnaire from English to Spanish by a bilingual expert and then back from Spanish to English by other bilingual expert (Malhotra et al., 1996, Barnes et al., 2007). Additionally, the English version was reviewed by an expert of the Oxford University Language Centre.

The consultation with the experts resulted in a number of changes in the questionnaire. Then a pilot test was conducted in both countries to confirm that all items were properly understood and the equivalences fulfilled. As a result, some elements were modified - the most relevant was the elimination of one of the items measuring perceived utilitarian value for generating confusion- and the questionnaire was launched. The questionnaire was applied between March and August 2012, having obtained 1522 complete answers in Spain and 439 in the United Kingdom

Next the target for this research and the sampling procedure used are explained.

Sample selection

The definition of the characteristics of the sample depends on the objectives of the research. In this particular case it has been pursued to conduct research that reflects different age groups and both genders to overcome the limitation that studies about fashion shopping are mostly focused on students and females (Marciniak and Bruce, 2007). As a consequence, a wider target was defined for this research: men and women, aged 16-60 years old and with shopping experience for fashion and accessories in physical stores and online (meaning by shopping experience the process of search and/or purchase in both channels).

The questionnaire was conducted online using a snowball sampling procedure. This sampling method has been widely used in social research having demonstrated to be an efficient and effective method to provide in-depth and relatively quick results (Biernacki and Waldorf, 1981). It has been defined as ‘a random sample of individuals drawn from a given finite population’ (Goodman, 1961, p.148). Thus, each individual in the sample is asked to send the questionnaire to different individuals in the population. The data obtained using this procedure can be utilized to make statistical inferences about different aspects of the relationships present in the population (Goodman, 1960).

Snowball sampling belongs to the group of ascendant methodologies, characterized by its straightforwardness to reach participants who would otherwise be difficult to get (Van Meter, 1990, Malhotra et al., 1996). As an example, the older population in our research would have been more difficult to identify otherwise. But this sampling method also presents some limitations such as the validation of the sample (Van Meter, 1990, Kaplan et al, 1987) or the fact that the research could be restricted to certain networks if the phenomenon studied has a limited scope (Van Meter, 1990).

Certain authors recommend working with large samples that are demographically representative (Pollok and Schlitz, 1988) to minimize the limitation of sample validation presented by the snowball sampling method (Van Meter, 1990; Kaplan et al, 1987). The research meets these requirements as sample size is n=1522 in the case of Spain and n=439 in the case of the UK and, in both countries, samples are demographically representative of the population studied based on ONTSI data (2012) in Spain and Drapers (2012) data in the UK. In addition the topic studied is a nationwide phenomenon and not limited to certain networks. Last, in order to achieve the sample based on the defined profile, emails of people from different cultural, economic and professional backgrounds who fitted into the requirements were selected in order to attain a large number of non-related people to distribute the questionnaire following Van Meter (1990) recommendation to avoid that they share some characteristics between them that are not shared by the rest of the population.

Methods of analysis of results

The data obtained through the questionnaire applied has been analysed following different procedures that will be detailed next. The software used to conduct the statistical analysis and tests has been SPSS 20.

Descriptive Analysis

Descriptive statistics have been applied to analyse data related to the general use of the Internet by individuals such as frequency of use, activities performed on the Internet, search and purchase behaviour, barriers to buy online or more specifically, barriers to buy fashion online. Additionally, with a purely exploratory objective, we have analysed consumers' multichannel behaviour and favourite bricks-and-mortar stores and e-tailers.

Last, descriptive analysis was applied to create demographic profiles and to examine the general properties of the variables by testing means, standard deviations, frequencies and correlations.

Construct Validity and Reliability of Scales

The internal consistency of scales was determined using Cronbach's Alpha for being a standardized measure of the inter-correlation of items. Cronbach's Alpha has been applied to the Personal Shopping Value Scale and to Search and Purchase Intentions scale.

According to Nunally (1978) a Cronbach's alpha coefficient higher than 0.6 indicates an acceptable level of construct validity but it is recommendable to have coefficients greater than 0.7 to assure less error and higher reliability in the multiple indicator measures (DeVellis (2003). However, Cronbach alpha values are quite sensitive to the number of items on a scale and with short scales with less than 10 items it is common to find lower Cronbach values that are often considered acceptable to produce enough reliability (Pallant, 2010).

Construct validity was assessed by Exploratory Factor Analysis. Principle component analysis with Varimax rotation has been applied to determine how observed variables were linked to their underlying factors in the multi-item scales applied (Allard et al., 2009).

Following Bernal et al. (2004) recommendation we have used Kaiser-Meyer-Olkin (KMO onwards) and Barletts' test of Sphericity as measures of sample adequacy. KMO indicates the proportion of common variance of analysed variables and the value of the coefficient obtained needs to be close to 1 to indicate perfect data adequacy to a model of factorial analysis. For its part, Barlett's test of sphericity needs to be significant (less than 0.05).

Finally, the extracted factors should explain at least the 50 per cent of the total variance to be significant (Henson and Roberts, 2006).

Test statistic

Test statistic, better known as t-stat, refers to the examination of two population means to determine if these means are different. There are two types of t-test (Field, 2010):

- Independent means t-test: used when there are two experimental conditions and different participants are assigned to each condition.

- Dependent means t-test: in this case, there are two experimental conditions and the same participants take part in both. For instance, in our research, we have asked to each respondent about their last shopping experiences in physical stores and online. So each participant provides two different values that will be compared.

Consequently, we have applied dependent means t-test (also know as paired-sample t-test) in different chapters of this research to compare consumers' perceptions about both channels but to compare measures within each channel too.

To compare more than two means at the same time, we have used Analysis of Variance ANOVA.

Analysis of Variance (ANOVA):

Analysis of variance or ANOVA is a technique from statistical inference that allows us to deal with several populations at once. It is called analysis of variance because it compares the variance between the different groups with the variability within each of the groups (Pallant, 2010).

There are different levels of ANOVA analysis. We are going to perform a one-way ANOVA, which involves one independent variable with different levels. When a one-way ANOVA is run, a F ratio is calculated, which represents the variance between the groups divided by the variance within the groups. Consequently a large F ratio indicates that there is more variability between the group than there is within each group (Pallant, 2010).

We have used one-way ANOVA in different chapters of this research to test differences between a number of motivations in the channels considered or differences in the value perceived by different groups of consumers.

Multiple Regression Analysis:

Multiple Regression Analysis is part of the General Linear Model methods and enables to predict and explain different outcomes (McVie and Shephard, 2012).

In terms of prediction, multiple regression allows to predict the value of a continuous dependent variable. On the other way, in terms of explanation, it allows asses the relative contributions of a set of known independent variables to a particular outcome and consequently helps to explain the variation of that outcome amongst a given population or sample.

In this research, multiple regression analysis has been applied with an explanatory objective. For that reason we have included the specific variables whose effect needs to be analysed in relation to a shopping outcome without considering other additional variables. Therefore, the dependent variables will be the search intention and purchase intention in bricks-and-mortar stores and in the Internet while the independent variables will be the mean of the hedonic and utilitarian value perceptions for the total sample as it will be detailed later.

Cluster Analysis:

Cluster analysis is an exploratory data analysis tool for organising observed data into meaningful taxonomies, groups or clusters. It can be defined as the statistical method of partitioning a sample into homogeneous classes to produce an operational classification.

There are different cluster methods and techniques. For the specific objectives of this research we have followed a 2-step clustering procedure, using hierarchical and non-hierarchical methods, as recommended for samples larger than 300 cases.

In the first step we performed a hierarchical cluster analysis using Wards' method and applying squared Euclidean distance as the distance of similarity measure. This helps to have an idea of the optimal number of clusters, along with the examination of the agglomeration schedule and the dendogram. Then, the suggested solutions were tested until having support for one of them.

The second step was to perform a k-means cluster with the number of clusters obtained in the previous step. Clusters were validated through univariate ANOVAs and Tukey HDS post hoc test.

The variables applied in the clustering have been the shopping motivations detailed before. Once the clusters were selected, the groups were characterized in terms of gender and age.

CHAPTER 1:

The influence of hedonic and utilitarian shopping values on consumers' search and purchase intentions

Introduction

Spain is one of the main markets in the use of the Internet, along with Germany, United Kingdom, France and Italy, coming between them to the 65 per cent of all Internet users in the EU (Euromonitor International, 2011b).

Official data shows that 16.5 million people browse daily over the Internet and 25.2 million people have browsed sometime in Spain, the 93 per cent of them in the last month (ONTSI 2012b, INE, 2012). In spite of the recession, the number of broadband lines has grown up to 11.344.396, what means an increase of 3.3 per cent in the last year (CMT, Sept. 2012). Moreover, the Internet is a relevant media for Spanish consumers and its use exceeds even television, especially among younger people (Relaño, 2011). With regards to the adoption of mobile Internet, Spain is in the top place in smartphones' use in the EU5 (Fundación Telefónica, 2013). This report mentions that there were 8.7 million of mobile lines with Internet access in 2010 that grew up to 15.9 millions in 2011 (82 per cent increase). That means a 44.1 per cent of mobile Internet penetration and a 70.1 per cent of mobile users browsing the Internet through their devices. As a consequence, Spanish consumers lead mobile Internet penetration and are top social networkers (Passport, 2013).

Despite the relevance of the Internet for Spanish consumers, e-commerce does no take off in the country (Retail Alimentación, 2012) even when initial forecasts indicated that e-commerce would become popular and massive in a few months (Ferrero and Tanco, 1997). Eusrostat data shows that the 39 per cent of Spanish consumers bought products or services online in 2011, below the EU mean of 58 per cent and far from countries as the UK where this percentage reach to the 82 per cent (Seybert, 2011). Spain is in the 17º place in the EU ranking of e-commerce use (Seybert, 2011) positioned behind other markets in both online shoppers and online spending (Camus and Bracewell, 2009).

Some of the possible causes that could explain the lower development of e-commerce are purely economic reasons as the lack of devices to browse the Internet (Fundación Orange, 2011), technological reasons related to broadband penetration, the perceived lack of security with payment processes and data protection (San Martín et al. 2009, Relaño, 2011) or the fact that online shopping is not a valued activity for Spanish consumers (Relaño, 2011). Lots of them, issues related with the shopping experience in the channel.

In spite of the lower development of e-commerce in Spain compared to other European countries, the last ONTSI report (2012) affirms that the Internet is a growing and expanding channel in this moment of recession, establishing the number of Spaniards who bought through the Internet in 2011 in 13.2 million, what represents an increase of 20.2 per cent compared to 2010. However, these data should be considered carefully because online shopping represents such a low percentage of the commercial activity that makes that any small increase seems to be very significant (Mintel, 2011). Anyway it is remarkable that some sectors as tourist or financial sector have improved their results while others have suffered a retraction. In the last group stands out the fashion industry, that suffers a reduction in both, overall number of buyers and average expense by buyer (ONTSI, 2012). As a consequence there is a decrease in value from 533.6

million € in 2011 to 460.0 million € in 2012 in fashion e-tailing (Mintel, 2013). Because of that and given the peculiarities of the sector detailed before it seems relevant to focus our research on it.

In short, given the lower level of e-commerce development in Spain compared to other European countries and considering that the shopping experience is an important factor to explain it, this chapter aims to establish what are the main determinants of consumers' shopping experiences in different retail channels and how these experiences influence consumers' search and purchase intentions in those channels.

Next, the state of the art is reviewed beginning with the main elements that define the relationship of Spanish consumers with the Internet and specifically with e-commerce.

1. Research Background

1.1.Use of the Internet by Spaniards

For the most part Spaniards declare to be satisfied with their online experiences (Browne, 2009). They seem to be more lookers than buyers and they prefer to go to the store and close the deal (Camus and Bracewell, 2009). In fact, more than a half of Internet users search for information about products and services online. But there is no correlation between this high level of search and effective purchase (Relaño, 2011).

Related to search behaviour it is interesting to differentiate between exploratory search behaviour and information search behaviour. Exploratory search behaviour makes reference to the active seek for new sites to explore with a curiosity-based attitude while people who use the web to find specific information, perform an information search behaviour (Cotte, 2006). Prior experience with the product influences the type of search for information as well. Thus, experts tend to perform a more selective search while non-experts rely on the opinion of others and in non-functional attributes (Solomon and Rabolt, 2009). In any case the search intention on the Internet has been proved to be the most important variable related to purchase intention for apparel products (Watchravesringkam and Shim, 2005).

In the case of Spain, the clothing and accessories' category has been recently introduced in the browsing and shopping activity of Spanish e-shoppers and should fit in a more exploratory-seeking activity. ONTSI (2012) classifies product and services in different categories based on the role that the Internet plays in the search and purchase process for those products. 'Clothing and accessories' would fit into the category 3 that comprises products whose search and sale is predominantly off line. The same report shows that the fashion shopping activity of Spaniards is concentrated in physical stores for both search (76.2 per cent versus 24 per cent online) and purchase (86 per cent off line versus 14 per cent online).

High involvement items like fashion may require different purchase process models compared to low involvement products (Yoh et al., 2003). Thus, the creation of hedonic environments is especially important for this product category. However, Fransi and

Viadiu (2007) found than leisure and entertainment were not valued elements by Spaniards when they shop online and that consumers have an exclusively utilitarian perception of the channel. However this study is based on the evaluation made by consumers of an e-shop frequently visited by them including general retailers such as Amazon or Ebay. The research does no make a difference based on product category or sector of activity and moreover, the study was carried out in 2001 so the online shopping experience then has nothing to do with the actual.

The truth is that Spanish consumers seem sceptical to the benefits of e-commerce (Mintel, 2011) and one of the reason is that they have had lesser incentives to buy online than consumers from other places (Camus and Bracewell, 2009).

Focusing our attention on the shopping process, ONTSI (2012) draws a profile of the Spanish e-shopper. This profile is:

- Balanced in terms of gender: 51.9 per cent men vs. 48.1 per cent women
- More adults than young people: 25-49 years old, mostly 35-49
- Education: university degree
- Employment status: full-time workers

The 13.7 per cent of this group bought online for first time in 2011 and these new Internet shoppers are mostly young men (15-24), which indicates the potential of the channel to capture this target. It is remarkable the significant incorporation of older segments, especially those whose ages are between 50 and 64 years old. This new target must be carefully considered in research about e-commerce settings.

Apart from reach to new age segments, e-commerce is blurring socio-demographic differences. Compared to the previous year there has been an important incorporation of people from lower classes and smaller habitats. At some point it can be said that differences related with social class, income level and habitat size have decreased and online shopping is becoming more democratic, consistently with the theories of Watchravesringkan and Shim (2003).

In order to gain better understanding about the barriers and reasons for not shopping online it is important to analyze the concept of perceived risk. According to Cox (1967) perceived risk is the degree to which consumers realise that they might not achieve their buying goals. The risk perception is a powerful construct to explain consumer behaviour (Park and Jun, 2003, Forsythe and Shi, 2003) and it varies across product categories and retail channels (Eggert, 2006). It has been demonstrated that the perceived risk associated with online shopping is higher than the risks associated with offline environments (Eggert, 2006). In online settings, perceived risk derive from factors such as the familiarity with the Internet, the familiarity with the company, the familiarity with the brand name or the price of the product/service (Schoenbachler and Gordon, 2002). Considering perceived risk as a multidimensional construct, different types of risks have been investigated and associated to online shopping settings as financial risk, product performance risk, social risk or psychological risk (Cox and Rich, 1964, Jacoby and Kaplan, 1977, Laroche et al., 2003) when normally it works as a combination of them (Schoenbachler and Gordon, 2002). Additional dimensions as privacy, security or convenience risks have been identified as well (Choi and Lee, 2003, Forsythe et al.,

2006). For consumers, it is important the perception of security in the purchase and the guarantees in the process (Schoenbachler and Gordon, 2002).
In fact, security and privacy concerns still seem to play an important role for Spaniards (Fransi and Viadiu, 2007, Camus and Bracewell, 2009). In addition, there are other reasons that could produce risk perception and act as barriers in the shopping activity such as the lack of direct experience with the product, the difficulty to evaluate its quality (Merle et al., 2012), the lack of contact with sales persons, the difficulty to return orders or the delivery charge (San Martin et al., 2009).

Partly to avoid some of these risks consumers use two or more channels to evaluate, complete and collect a single purchase, which makes mandatory to analyse how are these multichannel shoppers and how they behave (McGoldrick and Collins, 2007).

1.2 Multichannel consumers and their use of channels

Multichannel consumers are those who use a variety of channels in their shopping experiences in order to research and choose their purchases before buying them (McGoldrick and Collins, 2007). They can do it in different ways, for instance, spreading shopping across different channels and choosing the one that works best for each occasion or buying from the same retailer but doing it through more than one channel (PWC, 2011).

CHAPTER 1

The influence of hedonic and utilitarian shopping values on consumers' intentions

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The digital revolution has empowered consumers, changing the balance of power between retailers and them (Schoenbachler and Gordon, 2002, Mediacom, 2012). As the Internet offers more choice, the consumer now holds more power throughout the different stages of the shopping process. First, in the decision-making process, next, in the moment of the purchase and then, their power continues in the product ownership period (PWC, 2011). Technology has given more choice to consumers reducing the power of traditional media: now consumers search, compare, share and have the capacity to filter irrelevant messages. Furthermore, they have rising expectations and will communicate dissatisfaction if they do no get what they want (Mediacom, 2012).

This demanding attitude is one of the characteristics that define multichannel consumers and that make them different compared with conventional shoppers. On average they spend more money (Schoenbachler and Gordon, 2002; Lu and Rucker, 2006, Weinberg et al., 2007), buy more frequently, provide higher revenues and share of wallet (Kumar and Venkatesan, 2005) and have a longer customer lifetime value (Neslin et al., 2006, Schramm-Klein et al., 2011) but they are more demanding and expect more from their shopping experiences (Mathwick et al, 2001, OXIRM, 2006). Further, their shopping behaviour is more exploratory (Rohm and Swaminathan, 2004, Kumar and Venkatesan, 2005) and try all multi-channel possibilities that are differentially effective and satisfy their shopping needs (Konus et al. 2008, Zhang et al., 2010, Weinberg et al. 2007). In addition, these consumers communicate with retailers through multiple media, especially through highly interpersonal channels (Kumar and Venkatesan, 2005). Last, they consider their shopping experience as a whole and look for an integrated (Zhang et al. 2010) and consistent experience between channels (Roy et al., 2005).

In order to provide an integrated multichannel experience is crucial to understand the role of each channel in consumers' decision process (Burke, 2002). Balasubramanian et al. (2005) established different uses of retail channels based on consumers' goals. Thereby the Internet is especially useful in the search process for consumers with economic goals except in the case of products with high hedonic or emotional value where consumers choose traditional stores. During the purchase process, the choice of channel will depend on the hedonic or utilitarian nature of the product too. When it is important to experience products, consumers prefer traditional stores because some product details are best experienced physically. However, the growing technological capabilities are making possible that online channel provide rich experiences as well. Another aspect to consider is the type of product. Traditionally, fashion clothing has been more frequently bought in bricks-and-mortar stores (Schoenbachler and Gordon, 2002) and some authors affirm that in some categories as luxury fashion, they will continue being the main point of sale (Keen et al., 2004). However, this is changing and the Internet is becoming a key channel to buy fashion, declining the dominance of physical stores even in the case of luxury stores as Burberry (Clifford, 2012). But regardless of the product it is remarkable that one of the main trends in consumer behaviour now is searching online while browsing in the store, which makes the online threat more immediate (Mercer, 2013).

Along with the type of product and consumers' goals, the mood is a key determining in the choice of channel (Nicholson's et al., 2002). Hence it is more likely that consumers select a physical store when they shop for hedonic fashion goods, because strong physical environments elevate the mood through the opportunities of social interaction, product evaluation and sensory stimulation. However, recent data shows that consumers consider online fashion as a way of entertainment, devoting their leisure time to search for clothes on the Internet as it will be explained in the next epigraph.

In the case of Spain we have seen that the physical store is the predominant retail channel to browse and buy for clothing. Hence, it seems necessary to analyse how Spanish consumers' perceive retail channels in order to have a better understanding of their multichannel shopping experiences in the clothing sector (Eymery, 2010). In the introduction chapter, the theoretical framework of the research was presented. Next, the specific issues about the relationship between hedonic and utilitarian shopping values and retail channels are reviewed.

1.3 Hedonic and utilitarian shopping value and retail channels

Traditionally, hedonic shopping value has been associated with bricks-and-mortar stores due to their socially visible nature, what make that consumers perceive the in-store shopping experience as enjoyable (Roy et al., 2005, Euromonitor International, 2008)). Traditional stores provide a rich experience that include all senses and inspire thoughts and feelings that lead to different psychological and behavioural outcomes (Bittner, 1992, Balasubramanian et al., 2005).

Regarding the Internet, experts stated that people who enjoy shopping would be unlikely to buy through the Internet as the website is a poor substitute for the leisure experience associated with conventional shopping (Rowley, 1996). More recently, Overby and Lee (2008) found that consumers turn up to the Internet primarily for utilitarian reasons and that convenience is still one of the main features valued by e-shoppers, which makes it a channel with a strong utilitarian nature (Brown et al., 2003). As a consequence, the study of the consumer behaviour in the Internet has been done from a utilitarian perspective that it is insufficient now (To et al., 2007). Recent research suggests that functional attributes no longer exclusive drive online buying and that the advances in web technology and consumers' experience have led to a search of hedonic value in the channel (Eymery, 2010). E-commerce has evolved from providing a straightforward purchasing function to offer a more experiential shopping process (Euromonitor International, 2008). Currently the Internet provides social and hedonic benefits in addition to its functional features (Dennis et al., 2007) and convenience is not always the main reason behind consumers Internet purchases (Jayawardhena et al., 2007).

Then and Delong (1999) suggest that fashion retailers would be more successful if they would provide more richness in the online shopping experience, idea shared by Brown et al. (2003) who recommend to enhance the hedonic elements of the product acquisition process. Other authors affirm that enjoyment is a strong predictor of attitudes towards e-shopping, making social and hedonic motives important not just for shopping in general but for e-shopping too (Childers, 2001). In fact, the hedonic elements of a web site have an influence on consumers' emotional and cognitive state, creating satisfaction and enjoyment in the online shopping process (Eroglu et al., 2003). Furthermore, shopping enjoyment in a website increases consumer loyalty and

repatronage intention (Barnes et al., 2007) and is an important driver in consumers' preference for an online retailer (Euromonitor International, 2008).
Novak et al. (2000) also suggested that an appealing experience is critical to web usage and to get and keep customers online. In view of that it can be concluded that hedonic value is an important predictor of online shopping and that its low or lack of presence (or the lack of consumer perception about it) could be a reason to explain the lower level of e-commerce development in Spain when compared with other countries.

Related with search and purchase behaviour, Cotte et al. (2006) found that online purchasing behaviour is positively related with the pursuit of hedonic benefits while search behaviour is positively related with hedonic pursuit and negatively with utilitarian quest when its nature its exploratory and the contrary when its nature is more focused in pure information search. Therefore, hedonic value is an important determinant for both, browsing and buying for fashion clothing. Same conclusions can be found in Novak et al. (2000) that affirm that a compelling online experience is positively correlated with recreational and experiential uses of the web.

In the case of bricks-and-mortar stores, hedonic value produce higher consumer loyalty and have a positive influence in channel choice and re-patronage intention (Chu and Lam, 2007, Byun and Sternguist, 2011) being utilitarian value important to re-patronize too (Jones et al. 2006).

As a conclusion it can be asserted that for fashion shopping, hedonic value is a key element to predict shopping intentions in stores and online (Childers et al., 2001, Clifford, 2012) even when utilitarian aspects are important as well especially in the case of the Internet as exposed before. This is the base for the first group of hypothesis that will be developed.

The relationship between consumers' shopping experiences and their use of retail channels has been established building on To et al. (2007) research. These authors analyse the influence of hedonic and utilitarian shopping values on consumers' search and purchase intentions in the Internet. Precisely the Internet has transformed consumers' shopping behaviour, specifically, the search of information (Sands et al., 2010), what makes relevant to differentiate between search and purchase intention. Shim et al. (2001) proved that the intention to search on the Internet for product information leads to an intention to purchase through it. But what is more relevant is that Internet search intention seems to be the most significant variable for Internet purchase intention in the textile sector (Watchravesringkan and Shim, 2003). However this does not apply to Spanish consumers, as suggested by the literature review, which increase the interest of the analysis. To et al. (2007) conclude in their research that both values have an influence in search and purchase intentions in the Internet but, through the application of structural equation modelling, they found that utilitarian value directly influences search and purchase intention while hedonic value have a direct influence on search but an indirect influence on purchase intention. One of the main limitations of this study is that it just consider the online channel for analysis (To et al., 2007, Ono et al., 2012) which makes necessary doing further inquiry that relates online shopping and in-store shopping, idea shared by Eroglu et al. (2003) and Yoh et al. (2003). This is mandatory considering that e-commerce is part of a multichannel offer and should not be analysed on its own (Eymery, 2010). Consequently, in our research, consumer's shopping experiences in bricks-and-mortar stores versus the Internet have been considered. This is the base for the second group of hypothesis.

2. Objectives, structure and hypothesis development

As indicated in the introduction, the aim of this chapter is to explore the influence of different values affecting consumers' search and purchase intentions from an utilitarian and hedonic point of view. This aim can be divided in 3 objectives:

- First, to gain better understanding about the general use of the Internet by Spaniards including search and purchase behaviour.
- Second, to establish the characteristics of the shopping experiences in bricks-and-mortar stores and online channel, in the fashion sector.
- Third, to determine the influence of these experiences on consumers' search and purchase intentions in those channels.

These objectives will guide the structure of the chapter. The first objective has an exploratory nature and will be addressed through descriptive statistics while the other 2 objectives will be addressed through hypothesis testing. The results will be exposed following this order.

Next, the hypotheses of research are developed. Based on the previous literature review, we propose the first group of hypothesis. These hypotheses are related to consumers' perceptions about the hedonic value (hereafter HV) and the utilitarian value (hereafter UV) derived from their shopping experiences in different retail channels. The contracted form, HV an UV, will be exclusively used in the hypotheses development and results epigraphs to make the exposition easier. In the rest of the dissertation we will use the regular form.

H1: the shopping process in bricks-and-mortar stores produces both values, HV and UV, being HV significantly higher than UV.

H2: the shopping process in the Internet produces both values, HV and UV, being HV significantly lower than UV.

H3: HV derived from the bricks-and-mortar stores shopping experience is significantly higher that HV derived from the Internet shopping experience.

H4: UV derived from the bricks-and-mortar stores shopping experience is significantly lower that UV derived from the Internet shopping experience.

The second group of hypothesis relates with the relationship between HV and UV and consumers' search intention (hereafter SI) and purchase intention (hereafter PI) in different retail channels.

H5: HV and UV have a positive and significant influence on SI in bricks-and-mortar stores, having HV higher influence than UV.

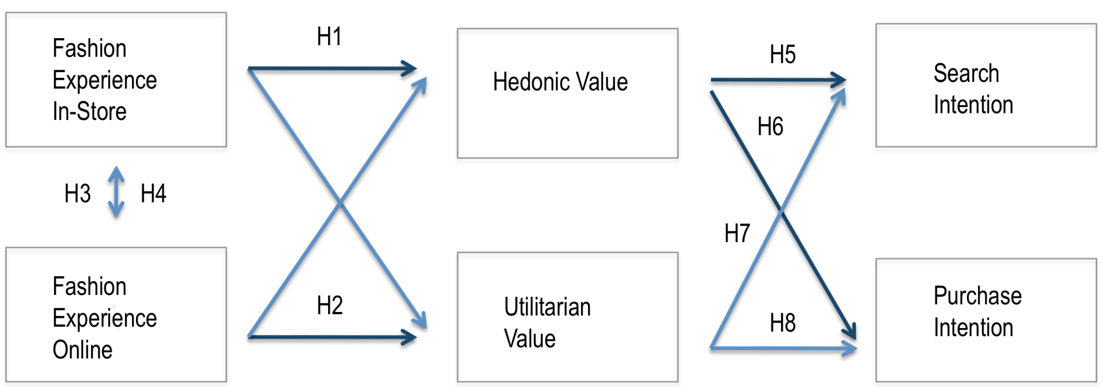
H6: HV and UV have a positive and significant influence on PI in bricks-and-mortar stores, having HV higher influence than UV.

H7: HV and UV have a positive and significant influence on SI in the Internet, having HV higher influence than UV.

H8: HV and UV have a positive and significant influence on PI in the Internet, having HV higher influence than UV.

The hypothesized relationships between the variables are drawn in Figure 4. The strength of the relationship has been marked in darker colour.

Figure 4: Hypothesis of Research



Source: compiled by author

2.1 Framework of Analysis: Stimulus-Organism-Response Model

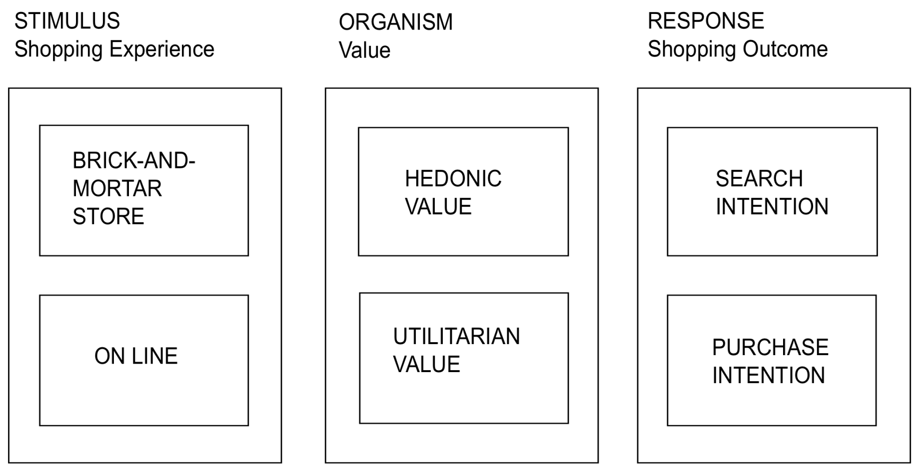
For this specific chapter the analysis has been framed on a Stimulus-Organism-Response Model (S-O-R). S-O-R model originates in environmental psychology and postulates that human responses to stimuli are mediated by internal processes of the organism (Mehrabian and Russel, 1974).

The *stimulus* is 'the impetus within the shopping environment with potential to affect the consumer's cognitive/consciousness and affective/emotional processes' (Fiore et al., 2007, p.425). The *organism* mediates between the stimuli and the consumers' response and the mediation mechanisms include affect, cognition, consciousness, emotion and value, based on the integrative model developed by Fiore et al. (2007). As indicated before, this research is focused on the value construct, specifically perceived value. Last, the *response* is the result of the internal processes of the organism and can be expressed as shopping-related behaviours or intentions toward a product, service or shopping environment (Bitner, 1992). In short, it is the effect of an experiential response on consumers' attitudes and behaviours (Mollen and Wilson, 2010).

The S-O-R model has been widely used to explore the impact of physical and virtual shopping environments on consumers' responses (Fiore et al., 2007). With regards to bricks-and-mortar stores, Baker et al. (2002) and Bitner (1992) applied this model to study of the role of atmospherics in physical stores and the extended brandscape. And in recent years this framework has been increasingly applied to the study of online environments (Eroglu et al., 2003, Mathwick et al., 2001, Lee et al., 2010, Mollen and Wilson, 2010).

Applying the S-O-R framework to our research, the model presented in Figure 5 is obtained:

Figure 5: Stimulus-Organism-Response Model



Source: compiled by author

2.2 Sample Demographics

The demographics of the sample are detailed in Table 1. The sample is balanced in terms of gender and has representation of different age segments and demographic variables such as education or income level.

The sample demographics confirm the fact that the Internet is becoming increasingly prevalent among the general population (Watchravesringkan and Shim, 2003).

Furthermore this demographic profile fits into the profile of the Spanish Internet shopper offered by ONTSI (2012), which makes the sample relevant for our object of study.

Table 1: Sample Demographics

Gender		
Male		49,70%
Female		50,30%
Age		
16 – 24		21,20%
25 – 34		30,80%
35 – 44		23,60%
45 – 54		13,90%
More than 54		10,50%
Education		
Basic education		4,00%
Secondary education		8,90%
Proffesional education		14,10%
University degree		61,10%
Doctorate, Master, Postgrade		12,00%
Work activity		
Full-time worker		49,60%
Part-time worker		13,20%
Homemaker		4,70%
Student		25,90%
Unemployed		6,70%
Income level / monthly		
Less than 600€		30,90%
From 500 to 999€		14,60%
From 1000 to 1999€		30,60%
From 2000 to 2999€		14,00%
From 3000 to 3999€		4,60%
From 4000 to 4999€		2,30%
5000€ or more		3,10%

Source: compiled by author

3. Results

3.1. Reliability and validity of the scales applied

3.1.1. Cronbach's Alpha

Reliability was examined using Cronbach's alpha coefficient. When analysing this coefficient, DeVellis (2003) states that the desired score for α is .7 and above. However, Nunally (1978) has noted that values above .6 are often considered acceptable to produce enough reliability, especially if there are lower amounts of items in a scale. The reliability scores of the scale dimensions used are presented in Table 2 below, which shows that the factor loadings dimensions are all above .6 and most of them show high levels of reliability.

Table 2: Reliability scales applied

	Scales	Cronbach's alpha	
Personal Shopping Value Scale	Hedonic Value Bricks-and-Mortars	0.901	0.804
	Utilitarian Value Bricks-and-Mortars	0.723	
	Hedonic Value Internet	0.904	0.894
	Utilitarian Value Internet	0.603	
Search and Purchase Intention	Search Intention Bricks-and-Mortars	0.828	0.917
	Purchase Intention Bricks-and-Mortars	0.851	
	Search Intention Internet	0.878	0.930
	Purchase Intention Internet	0.898	

Source: compiled by author

3.1.2. Exploratory Factor Analysis

Construct validity of the scale was confirmed with the use of Exploratory Factor Analysis, applying principal component method with varimax rotation to determine how observed variables were linked to their underlying factors in the multi-item scales applied for both channels (Allard et al., 2009).

With regards to the Personal Shopping Value scale, the data gets the requirements for sample adequacy (Bernal et al., 2004): in bricks-and-mortar stores, KMO= 0.898, and in the Internet, KMO=0.913, being Barletts' test of sphericity significant in both cases (.000). All item loadings were greater than 0.4, level commonly considered significant (Ford et al., 1986). Last, the total variance explained by the two factors is 54.7 per cent in the case of bricks-and-mortar stores and 58.6 per cent in the case of the Internet, which confirms the dimensional structure of the scale (Henson and Roberts, 2006).

In the scale referred to search and purchase intention, KMO=0.769 for bricks-and-mortar stores and KMO=0.695 for the Internet, being Barletts' test of sphericity significant as well. Al item loadings were greater than 0.7 in bricks-and-mortar stores and than 0.9 in the case of the Internet, so they are significant in the sample. The total variance explained by two factors is 90.4 per cent in both cases.

3.2. Use of the Internet by Spaniards

3.2.1 General use, search and purchase behaviour

The 87.1 per cent of respondents declared to use the Internet everyday or almost everyday and just 3.5 per cent hardly use it.

The 'search for information' is the most frequent activity performed on the Internet (89.3 per cent) followed by 'read and send emails', 'read newspapers' and 'participation in social and professional networks. At greater distance it can be found the purchase of products or services. The percentages that each of these activities represents are detailed in Table 3.

Table 3: Activities performed on the Internet

Activities on the Internet	
Search for information	89.3
Read and send emails	89.1
Read news/newspapers	72.3
Participate in social/professional networks	67.6
Buy products or services	53.1

Source: compiled by author

The search for information is mostly concentrated on 'transport and accommodation' and 'tickets for performances' (64.9 per cent). That would fit into a pure search of information more than an exploratory browsing. On the other hand, the search for female and male clothes and accessories would fit into a more exploratory search (37.1 per cent and 31.4 per cent respectively).

After the search process, 79.2 per cent of respondents declared to have bought some of the products browsed. Again, transport and accommodation and tickets and entertainment take up the first places. These results demonstrate that Spanish consumers browse and buy online primarily for utilitarian goods but when it comes to hedonic or high involvement products they seem to prefer the physical channel. All these results are detailed in Table 4:

Table 4: Search and Purchase Behaviour

Search for Information		**Purchase after Search**	
Transport / Acommodation	82.7	Transport / Acommodation	78.7
Tickets / Entertainment	64.9	Tickets / Entertainment	62.2
Music/Videogames/Software	45.6	Music/Videogames/Software	22.9
Electronics	44.7	Electronics	27.1
Books	44.0	Books	20.8
Womens' clothing and accesories	37.1	Womens' clothing and accesories	27.1
Mens' clothing and accesories	31.4	Mens' clothing and accesories	20.9

Source: compiled by author

3.2.2 Barriers and benefits associated with online shopping

The main reason why people do not buy online is the preference to see what they are buying (51.4 per cent). But it is remarkable that issues related with 'scare of misuse of personal data' or 'mistrust in payment methods' are still very important for Spanish consumers as it was suggested by the literature review. In a lesser extent there are groups of consumers who do not buy online for ignorance and lack of information (16.5 per cent) because they are not interested (12.1 per cent) or because they do not perceive advantages in online shopping (6.2 per cent). These groups represent a big challenge for retailers because they are potential online shoppers that need to discover and get used to the process of shopping through the Internet. All barriers to buy online are displayed in Table 5.

Table 5: Barriers to buy online

Barriers to buy online	
I like to see what I buy	51.4
Scare of misuse of personal data	49.5
No safe / No confidence	45.8
Mistrust in payment methods	37.1
Delivery charge	18.7
Ignorance / Lack of Information	16.5
Not interested	12.1
It seems difficult, complex	7.8
No advantages in Internet shopping	6.2

Source: compiled by author

Regarding to the reasons to buy online, 'price' (71.2 per cent), 'convenience' (79.6 per cent) and 'easiness to compare' (53 per cent) seem to be the most important benefits of e-commerce for consumers. That proves that Spanish consumers perceive the Internet as a retail channel of almost exclusively utilitarian nature. All perceived benefits of the Internet can be found on Table 6.

Table 6: Reasons to buy online

Reasons to buy online	
Convenience	79.6
Price/Promotion	71.2
Easy to compare	53.0
Range of products	33.6
Fast delivery	17.8
Following advice	7.8

Source: compiled by author

3.3 Consumers' shopping experience

With the objective of gaining better understanding about consumers' shopping experiences in Spain, several paired-sample t-test have been run comparing first, HV and UV means in each channel for the total sample, and second, HV and UV means between channels (Jones et al., 2006).

As presented in Table 7, the shopping experience in physical stores produces both values, HV and UV. But against what literature review suggested the UV (M= 3.31, SE= 0.02418) is significantly higher than HV (M= 2.97, SE= 0.02273), t (1487) = -11.192, $p < .05$, $r = 0.27$. So H1 is supported just partially.

Table 7: Bricks-and-mortar stores, HV vs UV

Prueba de muestras relacionadas

		Diferencias relacionadas					t	gl	Sig. (bilateral)
					95% Intervalo de confianza para la diferencia				
		Media	Desviación típ.	Error típ. de la media	Inferior	Superior			
Par 1	HedonicTiendaMean - UtilitaTiendaMean	-.34443	1.18711	.03077	-.40480	-.28407	-11.192	1487	.000

Source: SPSS 20 output

Table 8 shows the results for the shopping experience in the Internet, which produces UV (M= 3.22, SE= 0.02371) and HV (M= 2.62, SE= 0.02159), being UV significantly higher than HV t (1460) = - 22.164 p < .05. So, H2 is supported.

Table 8: Internet, HV vs UV

Prueba de muestras relacionadas

		Diferencias relacionadas					t	gl	Sig. (bilateral)
					95% Intervalo de confianza para la diferencia				
		Media	Desviación típ.	Error típ. de la media	Inferior	Superior			
Par 1	HedonicIntMean - UtilitIntMean	-.60011	1.03494	.02708	-.65322	-.54700	-22.164	1460	.000

Source: SPSS 20 output

As it can be seen in Table 9, when comparing the HV means obtained in both channels, the difference between them is significant, p = .000 < .05 and HV derived from the shopping experience in bricks-and-mortar stores (M= 2.97, SE=0.022) is significantly higher than HV derived from the shopping experience in the Internet (M=2.62, SE= 0.2159), t (1460) = 14.567, p < .05. So, H3 is supported.

Table 9: HV stores vs HV Internet

Prueba de muestras relacionadas

		Diferencias relacionadas							
					95% Intervalo de confianza para la diferencia				
		Media	Desviación típ.	Error típ. de la media	Inferior	Superior	t	gl	Sig. (bilateral)
Par 1	HedonicTiendaMean - HedonicIntMean	.34820	.91365	.02390	.30132	.39509	14.567	1460	.000

Source: SPSS 20 output

Last the same procedure is followed with utilitarian value. As presented in Table 10, UV derived from the shopping experience in stores (M= 3.31, SE=0.024) is significantly higher than UV derived from the online shopping experience (M= 3.22, SE= 0.0237), *t* (1460) = 3.080, $p < .05$. So, H4 is rejected.

Table 10: UV stores vs UV Internet

Prueba de muestras relacionadas

		Diferencias relacionadas							
					95% Intervalo de confianza para la diferencia				
		Media	Desviación típ.	Error típ. de la media	Inferior	Superior	t	gl	Sig. (bilateral)
Par 1	UtilitaTiendaMean - UtilitIntMean	.09309	1.15536	.03023	.03379	.15238	3.080	1460	.002

Source: SPSS 20 output

In order to confirm the real dimension of the results obtained above the Effect Size has been calculated. The effect size contributes to have a more accurate idea of the reach of an effect in practical terms, beyond the fact that the effect is statistically significant (Field, 2010). The effect size is calculated through the application of the following formula:

$$r = \frac{\sqrt{t^2}}{t^2 + df}$$

For HV, r = 0.3 and for UV, r = 0.080. Given that r > 0.5 represents a strong effect, in the case of HV the effect would be medium and therefore substantive. However, the effect is very low in the case of UV.

Next, a summary of hypothesis and test results is presented in Table 11.

Table 11: Summary of hypotheses test results

Hypotheses Number	Hypotheses	Test Result
H1	*The shopping process in brick-and-mortar stores produces both values, HV and UV, being HV significantly higher than UV.*	*Partially Supported*
H2	*The shopping process in the Internet produces both values, HV and UV, being HV significantly lower than UV.*	*Supported*
H3	*HV derived from the brick-and-mortar stores shopping experience is significantly higher that HV derived from the Internet shopping experience.*	*Supported*
H4	*UV derived from the brick-and-mortar stores shopping experience is significantly lower that UV derived from the Internet shopping experience.*	*Rejected*

Source: compiled by author

3.4 Influence of the shopping experience in consumers' search and purchase intentions

With the objective of determining the influence of the perceived hedonic and utilitarian shopping values on consumers' search and purchase intentions, a multiple regression analysis has been applied, having as dependent variables the search and purchase intention in bricks-and-mortar stores and in the Internet, and as independent variables the mean of the hedonic and utilitarian value perceptions for the total sample (Jones et al. 2006).

The results for stores are shown in Table 12. First, H5 is supported because HV (β=0.4, t-value=15.98) and UV (β=0.156, t-value=6.63) have a positive and significant influence on SI, being the influence of HV higher than the influence of UV. Second, H6 is supported too, having HV (β=0.361, t-value=14.6) and UV (β=0.144, t-value=6.2) a positive and significant influence on PI, being the influence of HV higher.

Table 12: Regression models for bricks-and-mortar stores

	Search Intention (SI)		**Purchase Intention (PI)**	
	β	t-value	*B*	t-value
Constant	2.215	21.680	2.444	24.219
Hedonic Value (HV)	0.400	15.985	0.361	14.600
Utilitarian Value (UV)	0.156	6.639	0.144	6.203
R^2	0.183		0.159	

Source: compiled by author

The regression models for the Internet are presented in Table 13. H7 is supported because HV (β=0.491, t-value=14.03) and UV (β=0.322, t-value=10.14) have a positive and significant influence on SI in the Internet and the influence of HV is higher than the influence of UV.

We find the same scenario with H8: HV (β=0.575, t-value=17.15) and UV (β=0.371, t-value=12.17) have a positive influence on PI, being the influence of HV higher. So H8 is supported.

Table 13: Regression models for the Internet

	Search Intention (SI)		Purchase Intention (PI)	
	β	t-value	*β*	t-value
Constant	0.998	8.370	0.431	3.767
Hedonic Value (HV)	0.491	14.033	0.575	17.154
Utilitarian Value (UV)	0.322	10.141	0.371	12.175
R^2	0.222		0.296	

Source: compiled by author

Furthermore, in the case of the Internet, both R^2 are higher than in the case of the physical stores, what implies that the percentage of variability explained by HV and UV with regards to the dependent variables is higher too and therefore the effect is more significant.

Next, a summary of test results for the second group of hypotheses is provided.

Table 14: Summary of hypotheses and test results

Hypotheses Number	Hypotheses	Test Result
H5	*HV and UV have a positive and significant influence on SI in brick-and-mortar stores, having HV higher influence than UV.*	*Supported*
H6	*HV and UV have a positive and significant influence on PI in brick-and-mortar stores, having HV higher influence than UV.*	*Supported*
H7	*HV and UV have a positive and significant influence on SI in the Internet, having HV higher influence than UV.*	*Supported*
H8	*V and UV have a positive and significant influence on PI in the Internet, having HV higher influence than UV.*	*Supported*

Source: compiled by author

4. Conclusions and implications

From a theoretical point of view this research contributes to the extension of the experiential theories with the objective of gaining better understanding about the consumer shopping experience in a multichannel retail environment for a specific sector, fashion, in a specific country, Spain.

From a managerial perspective, an important part of the results of this chapter are consistent with the previous literature review. Others, conversely, show interesting changes in consumer behaviour.

First, the exploratory enquiry about the general use of the Internet by individuals offers similar results to official reports. Spanish consumers present high levels of Internet browsing according to the theories of Relaño (2011) and ONTSI (2011, 2012), which confirm that Spaniards are 'top lookers'. But the percentage drops when the search becomes into purchase, what places Spain behind other countries. To put these data into perspective it is recommendable to look at other countries even outside of the European environment. For instance, in the USA, purchase levels are above search (99 per cent vs 94 per cent) and specifically in the fashion sector, 89 per cent of female bought clothing and accessories online in the last year (Adobe, 2010). The main learning to take from that is that Spaniards are still reluctant to buy through the Internet compared with other online activities and that the shopping activity (including search and purchase) seems to be more orientated to utilitarian rather than hedonic pursues. The levels of search can be high but this search is more oriented to a specific objective. In brief, Spanish consumers have an instrumental perception of the digital channel as it has been demonstrated by the main benefits perceived in their online shopping activity: convenience, price and easy of comparison. Recent data about e-commerce development in Spain confirms this theory, pointing out that Spaniards still have strong utilitarian attitudes towards e-tailing and that the levels of purchase in the clothing and accessories category are low compared with other countries (Mintel, 2013). Keeping on with the example of the USA, 88 per cent of people aged 18-29 years old and 80 per cent of people aged 50-64 years old, bought clothes and accessories online in the last year (Adobe, 2010) far away from the Spanish results. In Spain, search levels are high but it is primarily a pure search for information more than an exploratory-hedonic search. In addition, consumers browse and buy online essentially for utilitarian goods but when it comes to hedonic or high involvement products they seem to prefer the physical channel.

But curiously, the results of this research show that the shopping experience in stores is perceived as more utilitarian than hedonic. This can be owed to several causes. First, to the demographic distribution of the sample, balanced in terms of gender. Men usually value functional issues in their shopping behaviour, while women mainly value socio-experiential issues (Dittmar et al., 2004) so the male presence could have inclined the balance. Second, the economic recession is changing consumers' shopping behaviour generating a value-seeking shopper, more rational in their shopping decisions, which can make that consumers focus more on utilitarian aspects now. The influence of the economic recession in the shopping experience will be deeply analysed in the next chapter of this research.

Consumers' perception about their in-store experience has important consequences for the channel. Consumers look for superior experiences when they buy fashion in stores and if they do not find an experience that fit their expectations, in short if they perceive their experience as something more utilitarian than hedonic, they will use their limited time for other leisure activities considered to be more enjoyable and satisfying (Chu and Lam, 2007). This experience has been hardly modified in the last 30 years but consumers are very different now (IBM, 2012). It is necessary, therefore, to create an experience that motivates them to spend time in the store and that provides them value versus the alternatives.

In any case, consumers perceive the in-store experience as more hedonic than the online shopping experience. In the online channel the results confirm the hypotheses. The utilitarian value is significantly higher than the hedonic value for the total sample. What is especially relevant is that the hedonic value has a higher influence in consumers' search and purchase intentions in the channel. Therefore, it is necessary to reinforce the experiential and hedonic elements in fashion websites specially considering that fashion is a high hedonic category and so the creation of experiential environments is important. Retailers should increase the presence of the atmospherics – music, design, sensory elements (Eroglu et al 2003) and develop more stimulating webs, offering viral content, catwalk videos, product suggestions or fashion design programs (Sender, 2011). Consumers are looking for an interactive and exciting online experience that replicates as much as possible the in-store shopping experience. 3D technologies, virtual models or augmented reality can also contribute to this (Siddiqui et al, 2003). On top of it, Spanish consumers are getting used to this experience through fashion blogs and foreign websites established in Spain like Asos (Mintel, 2013).

Additionally, the main barrier to buy online indicated by Spanish consumers – the preference to see the product – can be easily solved improving the sensory experience with the goods. Thus, the introduction of interactive technologies has proved to reduce the perceived risk associated with an online retailer, having a positive impact on fulfilling uses' needs (Teo et al., 2003, Lee at al., 2010). Apart from that, retailers must provide more information about e-commerce to overtake barriers related with scare or misuse of personal data, with lack of confidence or with the perception of the process as something complex because Spanish consumers are still very concerned about them. It would be recommendable to improve the check-out process as well, to make people feel safe about the risk associated with payment methods. The attitude toward a secure transaction is important because it has a big influence in the purchase intention (Watchravesringkan and Shim, 2003).

In our research, the 83.1 per cent of the respondents affirmed to have low experience in buying fashion online, what could explain that they consider the in-store shopping experience as more utilitarian than the online shopping process. So, it is important to reinforce the hedonic elements of a website but it is mandatory to drive consumers to these websites so that they can try, experiment and discover the experience because Spanish retailers have been slow to promote their online sales up to now (Camus and Bracewell, 2009).

Consequently it can be said that there is a lot of room for improvement in site design and channel integration and promotion (Camus and Bracewell, 2009). Retailers should take advantage of all touch- points with the consumer to offer an integrated shopping experience between channels. The integration of channels has proved to have positive effect on consumers' loyalty (Schramm-Klein et al., 2011), providing a complete brand experience and making easier for shoppers to familiarize with the e-commerce offer through the physical channel. Moreover, to get in touch with customers across multiple points can help to inform them about the various channels available for purchasing, reducing the perceived risk to buy through them (Kumar and Venkatesan, 2005).

The integration of channel means to face the challenge that smartphones represent (Zhang et al. 2010). Spain has the second higher penetration rate of smartphones in the UE (Fundación Orange, 2012) and leads mobile Internet penetration along with the UK (Fundación Telefónica, 2012). That suggests that Spaniards will join the e-commerce revolution through these mobile devices. The shopping experience in smartphones and tablets and, specifically in touchscreen devices, mean a different way of interaction - gestural interaction - that involves a different shopping experience. That will be further developed in chapter 4. Not to be forgotten here the importance of social networks to connect with consumers and to take information from them as Spaniards are heavy users of social media.

As a conclusion, fashion retailers must find innovative ways to connect with their audiences and they have never had more opportunities to do it than now. The role of bricks-and-mortar stores is evolving but they remain as the main channel to buy fashion, so the shopping experience must be relevant, different, memorable (Mathwick et al., 2001) and must create touch-points that drive consumers to the online channel where they should find a superior experience that makes them enjoy the shopping process, re-patronage and share their experience with others. The key is to think in all channels as a whole as consumers do and not in an isolated way.

The shopping experience in Spain cannot be fully analysed without considering a contextual factor that have a huge influence on consumer behaviour: the economic recession. This will be the objective of the next chapter.

CHAPTER 2

The importance of the shopping experience in times of recession

Introduction

The term recession has been defined as a state in which the demand for a product is less than its former level (Kotler, 1973). According to recent studies, the global economic recession has deeply affected consumers' shopping habits worldwide (Passport, 2012). In the case of Spain an unprecedented recession, considered unique with regards to the time of recovery, is eroding the economic stability and household confidence which has generated a greater risk perception and, as a consequence, has lead to a contraction of consumption and has situated Spain among the least optimism countries in the world (Nielsen, 2012, Millward Brown, 2012).

The described background is common to all economic activity but the specific effects of the crisis on consumption are different depending on the specific activity sector. In particular, the clothing sector seems to be one the most resilient in the current recession (Mintel, 2010). Recent data published by the Barómetro de Empresas de Moda en España (2012) indicate that the majority of Spanish fashion companies improved their turnover in 2011 and forecast positive results for the next year. The same report notes that fashion ecommerce share of market is increasing and it is expected to be one of the most important ways of growth in the fashion industry. However, according to data published by ONTSI (2012) and Mintel (2013) the fashion B2C market suffered an important contraction in the last year in Spain, in a context of growth and expansion of the online channel in other sectors. Precisely because of the contradiction that seems to arise with respect to that subject in view of the reports consulted, this second chapter aims to determine how the economic situation has affected the consumer' relationship to fashion consumption and specifically to analyse how it influences perceptions, motivations and use of different retail channels by consumers.

Academic research related to strategic responses to economic downturn is limited and little is known about what are the appropriate actions and decisions in times of crisis (Dawson and Larke, 2004, Srinivasan et al., 2005, Sands et al., 2010). However, different authors agree that one of the main strategies applied by marketing managers to stimulate the consumer demand is the increase of marketing segmentation efforts. This strategy requires know who consumers are and how they behave during crisis (Shama, 1993, Dawson and Larke, 2004). Because of that the relationship between consumers and the textile sector in times of recession will be reviewed in the next epigraph.

1. Research background

1.1 The consumer, the recession and the textile sector

Spanish consumers face a high rate of unemployment (INE, 2012), which has lead to a reduction in the income level of an important part of the Spanish population. In addition to this real reduction of income, active workers have a negative perception about their working stability and the future of the economy in the country. Thus, workers feel that their income and their strength in the labour market are weakening and therefore, their consumption levels are falling (Millward Brown, 2012).

CHAPTER 2

The importance of the shopping experience in times of recession

The scarcity of resources creates changes in consumers' practices of consumption (Lehtonen, 1997) and in this particular case has also contributed to the strengthening of a consumption trend, emerged and consolidated with the recession that is expected to keep when the economy improves: the consumers' search for value (Euromonitor International, 2011, Westbrook, 2012). The consumer is becoming more aware about prices and is more cautious and committed in his shopping activity (Grewal et al., 2009). However, this behaviour is not new. Stones' (1954) typology of shoppers included the 'economic shopper' which is the segment most frequently identified in the literature. The 'price-bargain conscious shopper' (Stephenson and Willet, 1969) has evolved toward the 'economic-convenience shopper' (Bellenger and Kargaonkar, 1980) and the 'value for money consumer' (Shim and Mahoney, 1992). With value we mean not just price but all factors that make the shopping experience as a whole (Zeithaml, 1988) as it was explained in the theoretical framework. This way, quality is set as an important shopping aspect for fashion because a more expensive garment can provide greater value than a cheaper one (Mintel, 2010). It can be said that the recession is giving rise to a 'smart shopper' who has many tools to find the best value for money, for example comparing prices or finding the best deals on the Internet (Mintel, 2010, PWC, 2011). Due to this active seek for value one of the main shopping motivations for consumers in times of recession is the purchase of items at reduced prices, either in sales or special promotions (Passport, 2012).

This demand of lower prices has led to the creation of new ways of collaboration between brands and channels, allowing retailers to make their products accessible to a broader segment of the population without damaging the brand image (Euromonitor

International, 2009). These collaborations include ways to promote online channel as flash sales of prestigious brands across online fashion platforms (Barómetro de Empresas de Moda, 2012). But this demand for lower prices has also boosted the development of discount concepts in physical stores, popularly known as outlets (Passport, 2012). Mintel (2011) forecasts a growth of discount fashion stores in the short term in Spain while specifies that the trend could be reversed once the economy recovers due to the preference of the Spanish population to buy clothes in traditional stores.

Spaniards are highly involved with fashion (Mintel, 2011) and despite they are changing their consumption patterns due to the recession still continue maintaining a strong relationship with the textile sector (Millward Brown, 2012). Once basic needs have been covered, buying clothes is the second main expenditure for Spanish consumers and they plan to come back to their consumption patterns once their economic situation improves (Nielsen, 2012).

Other remarkable aspect of consumer's relationship with the textile sector is the use of fashion shopping as a reward or to change a negative mood, especially at current times (Mintel, 2010). Because fashion is related to mood and that leads to the choice of retail channels. On that issue Nicholson's et al. (2002) state that when the consumer looks for hedonic items, defined by the authors as ‘prizes’, prefers the physical store because the physical environment reinforces the mood through social interaction opportunities, product evaluation and sensory stimulation. Visiting stores can be considered a way of escapism, a break from everyday life, as shopping has been seen as a ‘treat’ by consumers (Bäckström and Johansson, 2006). However, as it has been settled in the previous chapter, recent research shows that buying clothes over the Internet is also perceived as an enjoyable activity that provides hedonic value (Clifford, 2012).

Whether the consumer chooses one channel or another in recessionary times is related with the search for aesthetics as well. Lehtonen (1997) demonstrated that the lack of resources makes consumers see the shopping activity with a new light and that they are able to find aesthetic meaning in consumption even when their resources are limited.

Generally it can be said that the recession is having a bigger impact on physical stores than on the Internet. Dawson and Larke (2004) found that retailers who chose to open more stores as a strategy to generate more sales in times of economic downturn, had high levels of debt and low productivity and consequently the strategy proved to be a mistake. However, retailers who invested on online channel were successful. In fact the crisis is boosting the consumer migration to the online channel and it is expected that this trend continue when the economic situation improves (Euromonitor International, 2011). We have already explained that e-commerce is growing worldwide and even in Spain at a lower pace (ONTSI, 2012). E-commerce is a retail channel that helps consumers to save money in times of recession through the purchase of products and services at discounted prices and through the access to downloadable coupons and daily deals (Passport, 2012). Internet makes easier to establish the correlation between price and value for a specific product as well (PWC, 2011). In fact, the European Commission estimated at 204 billion Euros the overall gain for consumers in the hypothetical situation that 15 per cent of total sales would be made through the Internet (European Commission, 2012).

However, there is little agreement about the relationship between consumers' working situation and the development of the Internet as a retail channel. On one side it has been pointed out that the increasing level of youth unemployment could lead to a lower development of e-commerce in some categories (Mintel, 2010b) and that, in fact, unemployed people are in risk of digital exclusion in Spain (Fundación Orange, 2012). On the other side it has been defended that unemployed people have more time to use the Internet and find the best deals which leads to a higher development of the channel. In addition, working people have less leisure time and they could use the Internet to save time in their in-store shopping (Passport, 2012). This lack of agreement indicates a need to understand this relationship in detail.

1.2 The importance of consumers' income level

Under the premise that differences in social class go beyond and condition more than income differences, Martineau (1958) establishes psychological differences between individuals from different social classes. This research suggests that the goals and mental processes of individuals belonging to different classes are different. Coleman (1983) references this research to indicate that social class is a complex and methodologically challenging segmentation variable while income level is equally significant but easier to apply.

Among the first studies that apply income level as segmentation variable it could be highlighted Bellenger et al. (1976) research, which showed that income is a key variable to explain shopping behaviours. Goldman (1976) agrees at that point confirming that there are significant differences in shopping behaviour, shopping goals and objectives between low and high-income consumers.

Afterwards, academic research started to relate the income level with hedonic and utilitarian shopping values. Bellenger et al. (1977) provided a typology of consumers based on their shopping motivations, characterizing the 'recreational shopper' or hedonic and low-income shopper and the 'economic shopper' or utilitarian, high-income shopper. Consistent results have been found by Dawson et al. (1990) who concluded that the experiential shopping motivation was inversely related to the consumer' income level. Meanwhile, Sit et al. (2003) classified consumers considering high, middle and low income levels. They got four groups: two groups composed of hedonic consumers with low and middle income level and two more groups composed of utilitarian consumers with high and middle income level. These results suggest that middle-income consumers are not clearly positioned in any group but differences are kept between high and low income consumers. In order to prove that these findings were also applicable to the shopping process in malls, Allard et al. (2009) analysed how hedonic and utilitarian shopping perceptions were related to consumers' income level confirming the theory that high-income consumers are more sensitive to the utilitarian dimension of the experience, while low-income consumers are more sensitive to hedonic elements.

In any manner, whether in the physical store or in the Internet, consumers expect a superior shopping experience consistently with their search for hedonic and utilitarian value. Considering that a satisfying shopping experience generates higher retailer loyalty with clear long-term benefits, the creation of a superior experience means a bigger challenge for retailers during the recession (Manning and Dorsey, 2008) and therefore it seems necessary to know more about Spaniards' shopping behaviour in these times.

1.3 Motivations to use retail channels

We have already stressed the importance of having better understanding about what motivate consumers to use different retail channels, but in the current recessionary environment, this is even critical.

Considering the high rate of unemployment in Spain (INE, Dec. 2012) it is mandatory to analyse the behaviour of this increasing group of consumers compared with the behaviour of active workers. From the data presented by Millward Brown (2012) it can be concluded that there are no extreme differences between unemployed and workers about their attitudes toward saving and cost containment. In fact, the climate of general pessimism installed in our society can make that the differences between them are not as significant. The literature does not make a clear difference either about how workers and unemployed people use or intend to use different retail channels. However fashion retailers must understand what motivates both groups to buy in physical stores and online, so that they can segment their offer and communications to them as far as possible. We consider here the hedonic and utilitarian shopping motivations detailed in the introduction chapter. The complete explanation can be found in page 35.

2. Objectives, structure and hypothesis development

Based on the previous studies we will seek to determine their applicability in the case of a particular sector, the textile industry, and in the case of two channels, bricks-and-mortar stores and online channel in the current context of economic recession.

As noted in the introduction, the main aim of this chapter is to determine the influence of the recession on consumers' shopping behaviour in the textile sector. This main aim is divided into two objectives:

- First, to establish the relationship between consumers' income level and the value perceived in their fashion shopping experiences.

- Second, to determine the influence of consumers' working situation on their motivations and intentions to use different channels in the textile sector.

Next, focused on the first objective and on the previous literature review the following hypotheses are proposed. These hypothesis underline over the following assumption derived from the literature review: there are significant differences in the hedonic and utilitarian shopping value perceived by consumers in their shopping experiences based on their income level. This way:

H1: Low-income consumers are more sensitive to the hedonic dimension of the shopping experience in bricks-and-mortar stores than high-income consumers

H2: High-income consumers are more sensitive to the utilitarian dimension of the shopping experience in bricks-and-mortar stores than low-income consumers

H3: Low-income consumers are more sensitive to the hedonic dimension of the shopping experience in the Internet than high-income consumers.

H4: High-income consumers are more sensitive to the utilitarian dimension of the shopping experience in the Internet than low-income consumers

As indicated in the literature review it has no been found relevant literature that relates the working situation with the different behavioural and shopping outcomes considered in this research. In consequence, the second part of the research will be exploratory in nature. Given this situation and focusing on the textile sector, it will seek to determine:

- Search and purchase intentions of active workers versus unemployed people in physical stores and in the Internet.

- Their motivations to use each these channels.

2.1 Sample Demographics

Table 15 shows the specific demographic characteristics of the sample that will be considered in this chapter. Apart from the characteristics previously highlighted in chapter 1, for the purpose of this chapter it can be said that the majority of the sample are workers, 62.8 per cent, while 6.7 per cent are unemployed and the rest 25.9 per cent are students. There is representation of low, middle and high-income levels.

Table 15: Sample Demographics

Gender		
Male		49,70%
Female		50,30%
Working Activity		
Full-time worker		49,60%
Part-time worker		13,20%
Housemaker		4,70%
Student		25,90%
Unemployed		6,70%
Income Level (monthly)		
Less than 600€		30,90%
From 500 to 999€		14,60%
From 1000 to 1999€		30,60%
From 2000 to 2999€		14,00%
From 3000 to 3999€		4,60%
From 4000 to 4999€		2,30%
5000€ or more		3,10%

Source: compiled by authors

3. Results

3.1. Reliability and Validity of the scales applied

We are working with the same sample and same scales than in chapter 1 so equal results for reliability and validity tests are obtained. The results will be included again to avoid confusion.

3.1.1 Cronbach's alpha

Reliability was examined using Cronbach's alpha coefficient. The reliability scores of the scale dimensions used are presented in Table 16 below, which shows that the factor loadings dimensions are all above .6 and most of them show high levels of reliability.

Table 16: Reliability scales applied

	Scales	Cronbach's alpha	
Personal Shopping Value Scale	Hedonic Value Bricks-and-Mortars	0.901	0.804
	Utilitarian Value Bricks-and-Mortars	0.723	
	Hedonic Value Internet	0.904	0.894
	Utilitarian Value Internet	0.603	
Search and Purchase Intention	Search Intention Bricks-and-Mortars	0.828	0.917
	Purchase Intention Bricks-and-Mortars	0.851	
	Search Intention Internet	0.878	0.930
	Purchase Intention Internet	0.898	

Source: compiled by author

3.1.2 Exploratory factor analysis

Construct validity of the scales applied was confirmed with the use of Exploratory Factor Analysis, applying principal component method with varimax rotation.

With regards to the Personal Shopping Value scale, the data gets the requirements for sample adequacy (Bernal et al., 2004): in bricks-and-mortar stores, KMO= 0.898, and in the Internet, KMO=0.913, being Barletts' test of sphericity significant in both cases (.000). All item loadings were greater than 0.4, level commonly considered significant (Ford et al., 1986). Last, the total variance explained by the two factors is 54.7 per cent in the case of bricks-and-mortar stores and 58.6 per cent in the case of the Internet, which confirms the dimensional structure of the scale (Henson and Roberts, 2006).

In the scale referred to search and purchase intentions, KMO=0.769 for bricks-and-mortar stores and KMO=0.695 for the Internet, being Barletts' test of sphericity significant as well. Al item loadings were greater than 0.7 in bricks-and-mortar stores and than 0.9 in the case of the Internet, so they are significant in the sample. The total variance explained by two factors is 90.4 per cent in both cases.

3.2 Income level and consumers' shopping experience

To start with, we have segmented the sample in 3 different groups: low, middle and high-income consumers (Allard et al, 2009). This segmentation is based on data provided by the Instituto Nacional de Estadísitica, INE onwards, relative to the average wage of Spaniards (INE, 2012). INE sets the Spanish average wage in 1701,62€ monthly gross and 1345,44€ monthly net, so it has been considered the income range in which this amount is included as middle income (from 1000€ to 1999€/month), income levels that are below the average wage are considered as low-income (up to 999€/month) and those above the average wage are considered as high-income (between 2000 and 5000 €/month). Next, the mean of the hedonic and utilitarian shopping value perceived by the respondents in their latest shopping experiences in stores and online is calculated. The results are shown in Table 17:

Table 17: Value perception based on income level

Income Level		Low Income	Middle Income	High Income
Bricks-and-mortar stores	**Hedonic Value**	3.05	2.95	2.84
	Utilitarian Value	3.26	3.31	3.45
Internet	**Hedonic Value**	2.65	2.6	2.58
	Utilitarian Value	3.24	3.2	3.22

Source: compiled by author

In the case of bricks-and-mortar stores, hedonic value is inversely related to the income level, while the utilitarian value is directly related to it. Regarding Internet it occurs in the same way with the exception of the utilitarian value perceived by middle-income respondents.

The literature review suggested differences between high and low income consumers and the research hypothesis have been formulated based on that so we are going to test if the differences between these groups are significant, applying one-way factorial ANOVA (Field, 2010). The result obtained is shown in Table 18:

Table 18: ANOVA hedonic and utilitarian value, bricks-and-mortars' and Internet based on income level

ANOVA

		SS	gl	Roat Mean Square	F	Sig.
HedonicTiendaMean	Inter-groups	10.319	1	10.319	13.814	.000
	Intra-groups	746.250	999	.747		
	Total	756.569	1000			
UtilitaTiendaMean	Inter-groups	8.190	1	8.190	9.595	.002
	Intra-groups	852.761	999	.854		
	Total	860.951	1000			
HedonicIntMean	Inter-groups	1.273	1	1.273	1.843	.175
	Intra-groups	690.015	999	.691		
	Total	691.288	1000			
UtilitIntMean	Inter-groups	.087	1	.087	.107	.744
	Intra-groups	812.945	999	.814		
	Total	813.032	1000			

Source: complied by authors

For conventional stores, the differences between the two groups are significant for both values, hedonic and utilitarian, so both hypotheses H1 and H2 are supported and therefore the applicability of Allard et al.'s (2009) theories for Spanish consumers can be confirmed.

It is different, however, in the case of e-commerce. The mean differences between groups for both values are not significant so neither H3 nor H4 are supported. The convenience that the Internet represents for high-income consumers and the opportunities to save money that offers to low-income consumers could justify the similar perceptions of both groups with regards to the channel.

The hypothesis tested and the results obtained are shown in Table 19.

Table 19: Summary of hypothesis test result

Hypotheses Number	Hypotheses	Test Result
H1	*Low-income consumers are more sensitive to the hedonic dimension of the shopping experience in bricks-and-mortar stores than high-income consumers*	*Supported*
H2	*High-income consumers are more sensitive to the utilitarian dimension of the shopping experience in bricks-and-mortar stores than lower-income consumers*	*Supported*
H3	*Low-income consumers are more sensitive to the hedonic dimension of the shopping experience in the Internet that high-income consumers*	*Rejected*
H4	*High-income consumers are more sensitive to the utilitarian dimension of the shopping experience in the Internet that low-income consumers*	*Rejected*

Source: complied by authors

These results draw a first sketch of the relationships of consumers with retail channels. In order to understand more clearly this analysis, it is necessary to go in depth into consumers' intention of use of channels and into the motivations to buy in different channels in times of recession. This will be done next.

3.3 The influence of the economic recession on consumers' search and purchase intentions and motivations to use different channels.

3.3.1 Search and purchase intentions

With the objective of establishing how active workers and unemployed people intend to use retail channels, we have analysed their search and purchase intentions in physical stores and in the Internet (To et al. 2007). Because of that the sample has been segmented into two groups: the group of workers, consisting of 905 people, including full-time workers (715) and part-time workers (190), and the group of unemployed composed of 96 people. Table 21 shows the mean results for each consumer group in each channel.

Table 20: Search and purchase intention based on working situation

	Unemployed		Workers	
Channel	**Store**	**Internet**	**Store**	**Internet**
Search Intention	3,89	3,27	3,91	3,31
Purchase Intention	3,99	2,99	3,97	3,13

Source: complied by authors

In order to determine which is the main channel used to browse and buy for clothing for each group of consumers, the means observed in Table 20 need to be tested to prove if they are statically significant. To achieve that, a statistical test (t-stat) for paired samples has been run comparing the search intention and purchase intention between the two channels and within each group. The result for both groups is that ‘search intention’ and ‘purchase intention’ are significantly higher in physical stores than on the Internet.

To some extent, these results are expected because even when the Internet is a relevant media for Spanish consumers and e-commerce is growing, it is still less developed compared to other European countries, and the difference is higher when we relate it with physical stores (Seybert, 2011). These results suggest that Spanish consumers are still very close to physical channels.

3.3.2 Motivations to use retail channels

In order to establish what motivates both groups of consumers to buy in the channels considered, the mean of each shopping motivation for each group has been calculated for both channels. The results are exposed in Table 21:

Table 21: Shopping motivations based on channel and working situation

	Unemployed		Workers	
Motivations	Store	Internet	Store	Internet
Gratification	3,01	2,29	2,83	2,41
Adventure	2,33	2,22	2,29	2,3
Value	3,3	2,56	3,14	2,58
Idea	2,41	2,48	2,46	2,52
Convenience	3,31	3,56	3,31	3,93
Cost-Saving	2,67	3,04	2,74	3,26
Social	3,42	3,04	3,29	3,14
Selection	3,36	3,42	3,38	3,7

Source: complied by authors

The channel in which the mean for each shopping motivation is higher has been marked in bold, providing similar results for unemployed and workers, with the exception of ‘adventure shopping’. ‘Adventure shopping’ is a hedonic motivation whose mean is higher for workers when buy through the Internet while for unemployed people is higher when they buy in physical stores.

Newly it is necessary to run a t-stat for paired samples to determine whether these differences in the motivations to use each channel are significant within each group. In the case of unemployed people just ‘gratification’ and ‘value’ are significantly higher in the case of physical stores. For the rest of motivations, the means differ between channels, but these differences are not significant.

In the case of working people, they coincide on ‘gratification’ and ‘value’ that are significantly higher in conventional stores. However, the motivations of ‘convenience’, ‘cost-saving’ and ‘selection’ are significantly higher online than in the physical store.

As a conclusion, it can be said that workers are strongly motivated to use e-commerce while unemployed people seem to be ‘stuck’ to physical stores. In the next section the implications of these results will be discussed and recommendations from them would be addressed.

4. Conclusions and Implications

Once the data has been analyzed this section will be focused on the theoretical contribution of this research and the potential applicability of the findings exposed, based specifically on the hedonic and utilitarian shopping value and motivations that stronger affect each group. Then we will suggest possible ways of enhancing the fashion commercial activity, applicable to this time of recession, but thinking in the long-term as well. Sands and Ferraro (2010) analyse retailers' strategies in times of recession over the theory that their response is mediated by the organization size, geographic location and retail sector (Shama, 1993). Our recommendations are based in the fashion sector and in the Spanish market and some appreciations based on the size of retailers will be made too.

From a theoretical perspective this chapter contributes to the understanding of the consumer shopping experience in a particular recessionary context within a specific country, Spain. The research contributes to extend in some way theories that relate consumers' income level with the shopping experience. As an example, it has been demonstrated the applicability of Allard et al (2009) theories to the Spanish market in the case of physical stores while the peculiarities of online channel make difficult to apply them there. Finally, from an exploratory point of view, the research generates some insights that relates consumers' working situation with motivations and intentions to use different channels.

From a managerial point of view, the relationship between consumers' income level and their shopping experiences generates interesting results. It indicates that low-income consumers give more value to the hedonic elements of the shopping experience in conventional stores compared with high-income consumers. This may be due to the scarcity of resources that leads them to value more what they buy and with it, the whole search and/or purchase process. The result is consistent with Lehtonen (1999) and Allard et al. (2009) theories, which are confirmed in a different retail sector. Low-income consumers are much more conscious and demanding and give more value to their shopping experiences for being more scarce and selected. Retailers must ensure, therefore, a positive and enjoyable shopping experience that generates value versus other alternatives; a shopping environment that makes fashion shopping a relaxed, fun, pleasurable and convenient activity, according to consumers' needs (Chu and Lam, 2007). In fact, a convenient experience is what high-income consumers expect from physical stores. The scarcity of time can be one of the reasons to explain why the utilitarian elements of the shopping experience are crucial for them, together with the fact that they do not need to select the shopping moments so much so they give the same value to these moments

However, when these theories are applied to the online channel things do no work in the same way. Precisely, in the case of the Internet, there were differences in consumers' perceptions with different income-level but the ANOVA results showed that these differences between groups were not significant. The explanation for this may be that they consider the Internet as a primarily utilitarian channel (To et al., 2007, Camus and Bracewell 2009) which makes it suitable for high income individuals, but on the other hand, is a channel that gives access to multiple offers and good deals and can help consumers to save money, so it is also suitable for individuals with lower incomes. Because of this e-commerce seems specially recommended in times of economic downturn, since the Internet appeals to consumers' desire to find 'bargains' (Passport, 2012).

It is important to notice that within the group of low-income consumers it can be found one of the most important targets for fashion retailers: the young people. The called 'Reset Generation' is going to face the effects of an era of austerity and unique circumstances in terms of technology, employment, politics and environment (Initiative, 2011). Young people, especially aged 16-24, have a more 'passionate' relationship with fashion and a more carefree attitude towards recession (Mintel, 2010). Furthermore, the way they use technology involves a totally different experience with the textile sector. In any case, they share with other low-income consumers their seek for a different and hedonic experience, being even more demanding in their shopping experiences in conventional stores and in the Internet.

The analysis of data shows that both workers and unemployed use the traditional store as the main channel to browse and buy clothing, and therefore it seems necessary to promote e-commerce in these groups. In fact, e-retailing was one the main keys of success of Japanese retailers during the 90's, a decade of slow growth in the country (Dawson and Larke, 2004). A good way of promoting e-commerce would be precisely through physical channels and through all points of contact between retailers and consumers including social networks. Marketing actions such as the launch of a collection online previous to the store, exclusive discounts or exclusive products in the web store, would help to drive consumers to the online channel and, as a consequence, they would discover a shopping experience that goes beyond functional elements. Thus, retailers must take care of instrumental aspects as convenience, savings, easiness of comparison, selection and other attributes that characterize the digital channel without forgetting that hedonic and social reasons, important for shopping in general, so are for shopping through the Internet (Childers et al., 2001). We could remind here some of the recommendations for retailers set up in chapter 1: they should increase the presence of atmospherics in their websites and develop more interactive and stimulating e-commerce plattforms, offering engaging content and new technologies to improve the experience of online shopping (Eroglu et al., 2003, Siddiqui et al, 2003).

The promotion of e-commerce is also important because it offers the possibility to buy anywhere. Given that people aged 15-45 years are the main consumers of clothing and accessories in Spain and they are one of the most affected by the growing emigration process as well, it would be interesting to attract and retain these consumers as soon as possible, for them to continue shopping regardless of their place of residence. Otherwise, this emigration, along with the ageing of the population, can lead to big losses for fashion retailers in the upcoming years in Spain (Mintel, 2011).

One of the main contributions of this paper is the characterization of this new consumer that actively seeks for value in his consumption decisions. The Oxford Retail Futures Conference is a space that aims to set new trends in retail and consumer behaviour and in the last edition (Dec. 2012) it was settled that this new consumer, with his value-oriented shopping behaviour, will modify the structure of business models and the concept of value in the way they are now understood. What should fashion retailers do about it?

First, it has been said that value does not mean just price or low quality products, but rather the opposite. Therefore a price promotion policy can be dangerous because it erodes margins and does not create consumer loyalty (Mintel, 2010). The price and discounts war is increasing sales now but in the long term is expected to have negative effects for the whole sector (Barómetro de Empresas de Moda, 2012).

Retailers can create value following a differentiation strategy via the service offered (Sands and Ferraro, 2010). Recently, stores have succeeded in communicating the values of the brand and exposing consumers to a multisensory experience (Surchi, 2010). In the case of fashion retailers the design of the spaces is an important element to create value and the introduction of new elements to stimulate consumers' interest and attention are important for inspiring them, creating more pleasurable in-store experiences (Bäckström and Johansson, 2006).

Other way to create value for the consumer is through the use of data mining to generate personalized offers and promotional appeal (Shama, 1993, Sands and Ferraro, 2010) as personalization seems to be one of the main consumer trends now (Clifford, 2012). This trend is consistent with the recommendation set up by Srinivasan et al. (2005) about the need to invest in marketing activities during economic downturns to improve companies' business performance.

The offer of exclusivity to the consumer with limited collections/editions or collaborations with famous designers has become an important way of differentiation

for fashion retailers. This has been the strategy adopted by retailers such as H&M or Top Shop in recent years. Related to specific products, there should be a move towards quality and most timeless items; regardless of the specific positioning of the retailer, all of them should have these garments (Mintel, 2010).
All these recommendations work in benefit of the brand image of the company as it does the ethical commitment of the retailer. Precisely, the green and sustainable practices are being another strategic response of retailers during the recession (Sands and Ferraro, 2010).

In addition, big retailers have the possibility to offer synergies between their different channels, an option that may be especially appealing for the multichannel consumer (Zhang et al., 2010). Services like 'click and collect' (buy online, pick up in the physical store) or returns in store, contribute to boost the online channel and to generate greater customer loyalty (Euromonitor International, 2011). For smaller retailers, an interesting option would be to modulate the physical space in such a way they can move part of the business to the online channel while maintaining certain stores as a showroom and point of delivery and return (Reynolds and Cuthbertson, 2004). Internet is also an important opportunity for new entrepreneurs, at least to start projects because they do not require a physical location to do it (IBM, 2012).

Another important aspect to consider is what is going to happen with discount or 'low cost' retailers. For some companies the recession is an opportunity to strength their businesses (Srinivasan et al., 2005) and the value clothing market has been, beyond doubt, one of the main beneficiaries of the economic crisis. Nevertheless, the shopping experience is still its main weakness. People buy in them, even if it is not their favourite store to do it or do not enjoy the experience, which generates a limited consumer loyalty (Mintel, 2009, Euromonitor International, 2009). Primark is the best example of this. They are increasing their product portfolio and improving the stores but since their main proposition is price, their intention to change the brand positioning can turn against its image (Mintel, 2010). Certain aspects can help to improve the brand image and a good example is George at Asda, a British retailer that is offering a 100-day warranty on garments, which provide greater value to the consumer by ensuring that garments will last at least one season (Mintel, 2010).

In any case, in providing greater value, retailers must know what motivates consumers to buy on every channel. In this regard, the results indicate that both unemployed and workers buy in physical stores to escape themselves and when there is a sale. The first motivation is consistent with the theory of Nicholson's et al (2002), previously exposed, related to the role of the physical store to reinforce customers' mood, especially in the current times. Consumption can create little aesthetic pleasures even when the resources are small (Lehtonen, 1999). The 'cost-saving' motivation is also logical but it is curious that unemployed people do no consider the Internet for this objective. Workers do, using the channel primarily for convenience, cost-saving and variety seeking. It seems that workers are strongly motivated to use e-commerce while unemployed people are still stuck in the physical store.

These findings lead us to emphasize the recommendations set out above. On the one hand, retailers must enhance the hedonic aspects of the shopping experience in their physical channels, so that the consumer will evade and enjoy the experience and on the other hand, they must boost the online channel and communicate its benefits to the consumer. Unemployed people share with low-income consumers the need to get the maximum value for their money and the Internet is key at this point. Not to be forgotten the importance of generating a hedonic shopping experience also in this channel.

It is important for retailers to make the most of new market opportunities especially if these opportunities are supposed to grow in the long term as it is the case of digital shopping including e-commerce and m-commerce (Shama,1993). The success in this recessionary context will be for retailers who will be able to evaluate the role that every channel plays in consumers' needs and expectations.

CHAPTER 3:

The role of the cultural differences in fashion retailing: a cross-country analysis

CHAPTER 3

The role of the cultural differences in fashion retailing: a cross-country analysis

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Introduction

The Internet has broken time and space barriers (Griffiths and Howard, 2008, Schoenbachler and Gordon, 2002) changing completely the way people shop (Dittmar et al., 2004). Thus, the development of the Internet as a channel has removed the geographic borders, making it easier for retailers to have access to global markets (Park and Jun, 2003) as they can operate in them without the need to have physical channels (Zhang et al., 2010). As a consequence, retailers have to deal with international customers who can be very different in their personal characteristics and behaviour to their national counterparts (Barnes et al., 2007). These differences in consumers' personal characteristics and behaviour in different countries can cause important problems for retailers (Walters, 1997). And even when consumer behaviour is similar in different countries, variation in key contextual variables can be crucial (Walters, 1997). Because of that it is mandatory to know more about the shopping behaviour of online consumers (Donthu and Garcia, 1999) and to determine if we can consider global groups of consumers or if the local effects are strong enough to require the use of different strategies to increase e-commerce use (Chai and Paulov, 2004). This is the main objective of this third chapter, through comparative research in fashion retailing between the UK and Spain.

International expansion has been one of the main concerns for fashion retailers in the last years, and the Internet has become a key channel for many (Moore and Burt, 2007). Big fashion retailers as Inditex, H&M, Topshop or Asos have presence in very different countries at the same time and generally use the same websites everywhere. Mintel reports growth in UK fashion e-commerce of 147 per cent since 2006 and fashion has become the fastest growing and most popular category bought online (Clifford, 2012). In contrast, fashion online sales have suffered a reduction in Spain in the last year in a context of e-commerce growing and positive results of the clothing sector (ONTSI, 2012).

Considering that the Internet is becoming an essential channel for fashion (Drapers, 2012) - and not just to buy it online - this chapter seeks to determine if differences in e-commerce, and specifically in fashion e-commerce, between Spain and the UK are due to the heterogeneity of consumers' behaviours and attitudes through online shopping. This objective will be addressed at two different levels. First, the digital shopping experience in Spain and the UK is analysed and compared and second, a shopper taxonomy based on fashion shopping motivations on the Internet is developed.

Next, we review the literature about cross-country differences and explain the interest of comparing Spain and the UK.

1. Research Background

1. 1. The importance of cross-country differences

Geertz (1973) established that cultures are composed of psychological and socially established structures of meaning by which individuals or groups of individuals guide their behaviour. These structures of meaning include rituals, norms, traditions and shared content, among others (Solomon and Rabolt, 2009).

Even when the globalization of markets is supposed to lead to the creation of a more common culture worldwide, the local context can make a difference in the behaviour of people from different countries (Park and June, 2003). Several authors have proved that these differences have an influence on e-commerce adoption levels and on consumers' online shopping behaviour, concluding that there is no homogeneity in the cyber-community and that consumers must still be understood in their local context (Chai and Paulov, 2004, Barnes et al., 2007). The reasons for using different channels differ between countries as well and retailers who want to expand to other countries must have a value proposition that is broad and deep enough to meet consumers' needs in those new markets (PWC, 2011). So geographical preferences in multichannel contexts are important to consider because even in countries with similar multichannel development, consumers' expectations are different (Forrester, 2011).

San Martín et al. (2009) compared Spain and Japan under the assumption that cultural differences can have an influence in online shopping behaviour. They found that Japanese were more reticent to buy online due to the lack of contact with salespersons or other consumers – Japan is considered a less individualistic country than Spain in the research – while technical issues related with technology and infrastructure were a big issue in the case of Spain. Based on their different levels of Internet expertise, Martínez-López et al. (2005) made a comparison between Spain and the United States concluding that the level of expertise produce different ways of formation of consumers' affective and behavioural responses to the Internet. The importance of cross-country peculiarities is present too in Chai and Paulov (2004) analysis about the differences between Greece and the EEUU with regards to their level of e-commerce adoption. They found that online consumers preferences must be understood in the context of their own culture and that consumers cannot be considered globally, argument shared by Lee et al. (2007) and applied by these authors to the fashion sector affirming that cross-cultural fashion websites may not be appropriate and that retailers need to be sensitive to cultural differences. Kwon et al. (2007) recommend e-tailers to focus on personalization to satisfy consumers from different countries.

However it is interesting to consider the contribution of Brengman et al. (2005) about that consumers from different countries with similar online habits can have more in common between them than with other members of their same society. They conclude that, even in countries with very different levels of e-commerce adoption, consumers have a similar behaviour with Internet related issues. On the contrary Barnes et al. (2007) proved that there is no homogeneity in the cyber-community and that from retailers' point of view international websites should be tailored according to the attitudes of national consumers toward the medium because people from different countries use the web for different purposes and can have different impressions of the same website (Chau et al., 2002). In any case, it is important to underline that there is a difference between traditional consumer behaviour and online behaviour due to the interplay of technology and culture (Chau et al., 2002).

Apart from that and specifically related with the theoretical framework of the research To et al., (2007) determine that consumers with different cultural backgrounds have different perspectives on hedonic and utilitarian shopping values.

On account of this it seems relevant to analyse how that works in the case of Spain and the UK. In the cross-country papers referred above the choice of countries to compare was based on clear differences between them. Thus, Japan was chosen by the differences in the Internet experience and shopping style while the EEUU was elected because of the different level of e-commerce adoption and Internet expertise with regards to Spain. The reasons to justify the comparison between Spain and the UK will be explained next and to do that it will be necessary to come back to some data previously exposed to make a proper comparative.

1.2. The interest of comparing Spain and the UK

E-commerce has grown significantly over the last few years and the number of online buyers is increasing worldwide (PWC, 2011). However, Spain and the UK exemplify two countries with very different levels of e-commerce adoption.

The UK is the most mature Internet retailing market in Europe and the second worldwide with the highest spend per capita globally (Passport, 2011, Euromonitor International, 2011). In 2011, 82 per cent of people in the UK bought products or services through the Internet, above the UE mean – 58 per cent – and far from countries as Spain, where the 39 per cent of people did it (Seybert, 2011).

For its part, Spain is still one of the biggest markets in the use of the Internet overall with 16.5 million of Spaniards browsing daily and an increase of 3.3 per cent in the number of broadband lines in the last year (ONTSI, 2012, CMT, 2012). Furthermore, the Internet is a relevant media for Spanish consumers and with regards to the adoption of mobile Internet, Spain is in the top place along with the United Kingdom (Fundación Telefónica, 2013). But Spain ranks the 17º in e-commerce use in the EU (Seybert, 2011) and online channel accounted for 0.9 per cent of all retail sales in 2009 with clothing representing a 3.5 per cent of total e-commerce sales (Mintel, 2010). Recent data shows a slight improvement as the number of Internet shoppers has increased in 2011 compared to 2010 (ONTSI, 2012).

Apart from technological issues such as the broadband penetration rate or the access to devices to browse online, determining factors that explain differences between countries with regards to e-commerce adoption are consumers' acceptance (Reynolds and Cuthbertson, 2004) and the overall quality of the shopping experience in the channel (European Commission, 2012). Not to be forgotten the importance of cross-country differences that can be related with the level of Internet expertise or cultural issues as it has been mentioned before. Factors related with trust and security aspects or the preference to see the product before purchasing it were found relevant for Spanish consumers in the analysis performed in chapter 1. But it is necessary to consider that the British case is different because it benefited from the early adoption of e-commerce operations by grocer retailers such as Tesco or fashion retailers like Next and the arrival of US-based retailers like Amazon and Ebay. The truth is that Southern European countries still seem to prefer traditional retail methods, compared to Northern countries (Seybert, 2011).

In Spain fashion e-commerce is not developing as far as other countries. In fact the clothing sector has suffered a reduction in the number of online buyers and the average expense by buyer (Barómetro de Empresas de Moda, 2012). As a consequence, fashion e-tailing reflects a decrease in value from 533.6 million € in 2011 to 460.0 million € in 2012 (Mintel, 2013). These data contrast with the exceptionally positive results of the clothing sector in 2012, in a recessionary context, and the optimistic forecasts for the next year in Spain (Barómetro de Empresas de Moda, 2012). The physical channel still seems to be very important in Spain as 97.6 per cent of fashion retailing is store-based compared with the 80.2 per cent in UK (Verdict, 2012). On the contrary, the UK has become the largest market for online fashion retailing in Europe. Online sales were boosted by the launch of pure play retailers like ASOS and by the expansion of product ranges to include clothing by established Internet retailers like Amazon.

Recent data shows that enjoyment seems to be a key factor in the online shopping experience of British consumers. Young people browse fashion websites in their leisure time and it has extended now to adults who visit fashion websites as a way of entertainment (Sender, 2011, Clifford, 2012). There is no specific research about this issue in the case of Spain but it has been established that Spanish consumers browse and buy for fashion predominantly in physical stores and that shopping through the Internet is not a valued activity for them being the online activity with lower daily frequency (Relaño, 2011, ONTSI, 2012).

In light of these facts we can assume that British consumers have greater experience in buying fashion online and that this can make a difference. At a general level, expertise with the Internet can be one of the factors influencing the degree of adoption of the online channel (Montoya-Weiss et al., 2003). Thus, Liang and Huang (1998) found that consumers' online prior experience had a moderating effect in predicting their acceptance of Internet shopping. Moreover it creates positive attitudes toward the channel and it is an important predictor of on line buying (Scarpi, 2012). In particular, the use of the Internet for browsing increases the likely to buy from it (Citrin et al., 2010). And in the other way, prior experience with Internet shopping is a significant predictor of search behaviour (Klein, 1998). In a similar way, the expertise in buying on line has been proved to have a positive effect on overall shopping activity (San Martín et al., 2009) as consumers became more confident and satisfied with the Internet and perceive the process as less risky (Schoenbachler and Gordon, 2002).

In the case of fashion clothing, prior experience with the Internet is the main variable that influences the intention to purchase on line (Yoh et al., 2003). But the previous experience with the product is an important element too because it produces higher product judgement confidence that lead to greater purchase intentions (Yazdanparast and Spears, 2012). Spain is a country highly involved with fashion, as it was exposed in the introductory chapter, so it is expected that people have broad product experience (Mintel, 2011). However, catalogue shopping has never had an important presence in

Spain and it is considered to be an important predecessor of e-commerce (Yoh et al., 2003, Goldsmith and Flynn, 2005). It has been suggested that prior experience with non-store shopping formats has a moderating effect in predicting consumers' acceptance of e-commerce (Liang and Huang, 1998).

It is worthy to remind here that along with the general barriers to e-commerce that have been already mentioned, there are specific barriers to online fashion shopping as fashion is considered to be a complex product category and that implies that the risk perception is different from other categories (Yu et al., 2013, Choi and Lee, 2003). Several authors have identified different dimensions of risks related with fashion shopping such as social risks, psychological risks, aesthetics risks, performance risks, product care risks, time related risks and financial risks (Choi and Lee, 2003, Forsythe and Shi, 2003). Keng et al., 2003 talk about the high risk associated with the purchase of products related with personal ego while Forsythe and Shi (2003) point out psychological risks as the frustration or insecurity that the process can generate. Specifically, online shopping generates greater product performance risk perception in fashion due to the inability to physically examine the product previous to purchase (Kim et al., 2007) and the intangibility of the product online (Eggert, 2006). Yu et al. (2013) explored consumers' product performance risk perceptions in virtual fashion shopping settings to identify more concrete dimensions of risks. They found that trial risk, visual risk and tactile risk are the most important to understand consumers' avoidance to shop online. Trial risk refers to the appearance in the body of a clothing item while visual risk is related with style, fabric, colour and print, detail and coordination with other items. Last, tactile risk comprises everything related with the touch and feel of the garment.

Along with risks, some barriers can be identified. In a specific level, the difficulty to translate the physical shopping experience to the online environment due to the incapacity to try the garments on and the necessity to return them by post are important barriers to buy fashion online (Sender, 2011). In the case of the UK, the main barrier for shopping fashion online is the delivery charge followed by the difficulty in returning unwanted goods (Verdict, 2012). Regarding Spanish consumers, we analysed in chapter 1 their barriers to buy online but we have not found specific data about risk perception in fashion shopping settings. However it is expected that a lower experience in browsing and buying fashion online generate a different perception of risk.

In conclusion, given the idiosyncrasy of the fashion sector and considering the peculiarities of each country it seems worthy to analyse the state of the matter and to go in depth in how consumers use the Internet, what are their barriers to shop online and specifically, to buy fashion online.

1.3 Demographic Differences

There is no agreement about the influence of personal differences on online shopping behaviour. While several authors affirm that demographic and contextual factors as age, education, income level or gender are predictors and have an influence on online shopping behaviour (Schoenbachler and Gordon, 2002, San Martín and Jiménez 2011), others maintain that in the case of the Internet, demographics play a secondary role (Goldsmith and Flynn, 2004). As online retailing grows, the demographic profile of the online shopper is beginning to look more like the typical 'on-land consumer' (Ernst and Young, 2001). That extent has already been demonstrated in the previous chapters when the sample characteristics were analysed. Hence, age used to be a difference but not in the current profile of the Internet shopper (Lu and Rucker, 2006).

The clothing sector has been traditionally associated to females due to the emotional satisfaction and enjoyment they seek when shopping for clothing (Kin and Hong, 2011) so it is necessary to address possible differences based on gender. Arnolds and Reynolds (2003) demonstrated that women emphasize hedonic value more than men and have stronger shopping motivations. However, their research is focused on bricks-and-mortar stores. Dittmar et al. (2004) point out that gender has a significant influence in the use of retail channels. Thus, in the case of the Internet men value functional aspects over physical channels but this do not interfere in their enjoyment in the process of shopping online. Nevertheless women are more involved with utilitarian aspects on the Internet and as a consequence there is a decrease of socio-experiential motivations when they shop. So we can conclude that men and women have similar attitudes with regards to online shopping contrary to what happen in conventional channels. There is no agreement in this case either as other authors found that men and women differ in their online buying perceptions (San Martin et al., 2011). Concretely in the case of fashion, Workman (2010) demonstrated that fashion consumers can be differentiated in base on gender and men and women have different shopping orientations (Workman, 2012).

Due to the lack of agreement in the theories exposed, it seems interesting to analyse if gender differences in online behaviour can be found between consumers from markets with different levels of e-commerce adoption.

2. Objectives and structure of the chapter

As set up in the introduction, the main objective of this chapter is to determine if differences in e-commerce, and specifically in fashion e-commerce, between Spain and the UK are due to the heterogeneity of consumers' behaviours and attitudes through online shopping. This objective will be addressed at two different levels.

1. First, through the comparison of the online shopping experience in Spain and the UK. From an exploratory point of view, we will review the use of the Internet by individuals, the barriers to shop online in general and to buy fashion online in particular, the shopping value perceived by consumers in their shopping experiences and differences based on consumers' demographics.

2. Second, through the application of cluster analysis we will develop a shopper taxonomy based on shopping motivations on the Internet in order to establish if Spanish and British consumers have the same goals when they browse/buy for fashion online.

2.1 Sample Demographics

The gender distribution of the sample obtained is very balanced in Spain - 50.3 per cent women and 49.7 per cent men – having a higher percentage of females the British sample with 68.6 per cent of women. Regarding age, the British sample is younger (85.6 per cent is aged 16-34) while the Spanish sample have a more balanced representation of all age segments. These data along with education, income level and work activity are detailed in Table 22.

Table 22: Sample demographics

	Spain	UK
	1522	439
Gender		
Male	49.7	31.4
Female	50.3	68.6
Age		
16 - 24	21.2	47.8
25 - 34	30.8	37.8
35 - 44	23.6	8.9
45 - 54	13.9	5.2
More than 54	10.5	0.3
Education		
Secondary school only	8.9	10.4
Higher education	61.1	41.5
Post-graduate	12.0	48.1
Work activity		
Full-time worker	49.6	40.1
Part-time worker	13.2	8.9
Student	4.7	0.0
Unemployed	25.9	47.6
Full-time worker	6.7	3.5
Income Level		
Less than £600*	30.9	38.9
From £600 to £999	14.6	9.5
From £1000 to £1999	30.6	26.8
From £2000 to £2999	14.0	13.8
From £3000 to £3999	4.6	4.9
From £4000 to £4999	2.3	2.3
£5000 or more	3.1	4.0

**Euro for Spanish sample*
Source: compiled by authors

3. Results

3.1. Validity and Reliability of the Scales Applied

Applying the same procedure followed in previous chapters, we proceed to address the reliability and validity of the Personal Shopping Value scale, referred to the online channel.

3.1.1 Cronbach's alpha

Reliability was examined using Cronbach's alpha coefficient. The reliability scores of the scale dimensions used are presented in Table 23 below, which shows that the factor loadings dimensions are all above .6 and most of them show high levels of reliability.

Table 23: Reliability analysis

	Personal Shopping Value scale	Cronbach's alpha	
Spain	Hedonic Value Internet	0.904	0.894
	Utilitarian Value Internet	0.603	
UK	Hedonic Value Internet	0.892	0.878
	Utilitarian Value Internet	0.724	

Source: compiled by authors

3.1.2. Exploratory factor analysis

The construct validity of the Personal Shopping Value Scale has been confirmed with the use of Exploratory Factor Analysis, applying principal component method with varimax rotation to determine how observed variables were linked to their underlying factors in the multi-item scales applied in Spain and in the UK (Allard et al., 2009).

For both countries the data gets the requirements for sample adequacy (Bernal et al., 2004) Al item loadings were greater than 0.4, level commonly considered significant (Ford et al., 1986). Each item loads higher in their intended factor, which gives preliminary evidence of internal consistency and discriminant validity, confirmed by a correlation matrix in which items correlations were higher within each construct compared with items of other construct.

Last, the total variance explained by the two factors is 58.6 per cent in the case of Spain and 57.9 per cent in the case of the UK, which confirms the dimensional structure of the scale (Henson and Roberts, 2006).

3.2 Level of experience in buying fashion online

Our research objective underlies over the assumption that there is a difference in the level of experience in buying fashion online between Spanish and British consumers. So, first of all, this assumption needs to be confirmed.

The 83.1 per cent of Spanish consumers' declared to have low experience buying fashion online while the 54.7 per cent of British respondents declared to have high experience. Consequently, the basis of this cross-country comparison is supported.

Table 24: Level of experience in buying fashion online

Level of experience in buying fashion online		
High Experience	Spain	16.9
	UK	54.7
Low Experience	Spain	83.1
	UK	45.3

Source: compiled by authors

3.3. Digital shopping behaviour

3.3.1. Online behaviour and barriers to shop online

There are a big percentage of people that use the Internet every day in both countries but the frequency of use of the Internet is slightly higher in the case of the UK: 98.9 per cent versus 87.1 per cent in Spain.

Related to the activities performed on the Internet, Spaniards are in the first place in the search for information but when it comes to buy, the percentage is considerable lower than in the British case. These data confirms that even when the Internet is a relevant and widely used media in Spain, the purchase rate is still low. When respondents were asked about what they searched for, both groups coincide in the first option, 'transport tickets and accommodation bookings', but in the fashion category the results are very different as can be observed in Table 25:

Table 25: Internet usage and search for information

	Spain	UK
Daily Frequency	87.1	98.9
Activities		
Search for information	89.3	78.6
Buy products or services	53.1	75.4
Search for Information		
Transport and accomodation	82.7	85.0
Women's clothing and accesories	37.1	68.8
Men's clothing and accesories	31.4	46.0

Source: compiled by authors

When it comes to transform this search into an effective buying, the conversion rate is considerable lower in Spain (79.2 per cent) than in the British case (95.4 per cent) as it was suggested by the literature review (Relaño, 2011). Again, clothing and accessories category make a difference in this regard as Table 26 shows.

Table 26: Conversion of search into purchase

	Spain	**UK**
Buy any product after searching	79.2	95.4
Product/service bought		
Transport and accomodation	78.7	77.2
Women's clothing and accesories	27.1	58.7
Men's clothing and accesories	20.9	36.9

Source: compiled by authors

In order to address cross-country differences it is important to analyse the barriers of consumers to browse and buy online. In both countries the main obstacle to buy through the Internet is the preference for seeing the product before buying. But one of the main barriers for Spanish consumers – fear of misuse of personal data – is practically insignificant for British consumers. And at the same time the delivery charge is a big issue for British consumers but not very important for Spanish. So the experience in the process really makes a difference as it can be seen in Table 27.

Table 27: Barriers to online shopping

	Spain	**UK**
Barriers to buy online		
I like to see what I buy	51.4	65.0
Scare of misuse of personal data	49.5	5.0
No safe / No confidence	45.8	25.0
Mistrust in payment methods	37.1	30.0
Delivery charge	18.7	50.0

Source: compiled by authors

When we look at the clothing sector, the specific barriers of the category are above the general ones for e-commerce, which suggests that firms should seek to improve the ways of translating the in-store experience to the online environment as much as possible. The main barrier for both British and Spanish consumers is the necessity to try the garment on before purchasing it. That relates to the trial risk explained before (Yu et al., 2013). Coincidentally, in the case of Spain, barriers related to trial, visual and tactile risks are the most important for consumers, which confirms the applicability of Yu et al' (2013) risk category to a new market. However British consumers are more concerned with the return process and the cost of delivery, most practical issues derived from a higher expertise in the area. The complete list of barriers to buy fashion online can be found in Table 28.

Table 28: Barriers to buy fashion online

	Spain	**UK**
Barriers to buy fashion online		
Prefer to try clothes on	69.4	70.2
Prefer to see the clothes before	53.3	47.6
Prefer to take things home inmediately	22.4	17.9
Prefer to touch the fabrics	24.0	29.8
High cost of delivery	12.8	31.0
Return process complicated	17.6	36.9

Source: compiled by authors

3.3.2 Multichannel Behaviour

Related to multichannel behaviour it is important to remind that multichannel consumers use different channels in their shopping processes shifting from one to another in the same process (Balasubramanian et al, 2005).

As presented in Table 29, in this concrete case, data show that Spaniards tend to go to the physical store to see the product and try it on while Britons have a higher propensity to see the potential of the online channel. British consumers appear more conscious of the possibilities of the online channel and use it both in a hedonic ('look for inspiration') and in a utilitarian manner ('consumer reviews') in a not dissimilar way to the physical store.

Thus, consumers of both countries use different channels when they buy for fashion but Spaniards continue to be very close to the traditional channels and do not find easy to use all the potential offered by the Internet.

Table 29: Multichannel Behaviour

Multichannel behaviour	**Spain**	**UK**
Visited the physical store	57.7	45.7
Looked for inspiration in forums, blogs, social networks	18.7	33.8
Looked for consumer reviews	17.7	41.0

Source: compiled by authors

3.3.3 Differences in the online experience based on shopping values.

Based on the results derived from the application of Babin et al. (1994) scale, the hedonic and utilitarian value' means have been calculated for the total sample in both countries. The results are shown in Table 30:

Table 30: Online shopping values/total sample

	Spain	UK
Hedonic Value	2.62	2.91
Utilitarian Value	3.22	3.47

Source: compiled by authors

To determine if these means are significantly different, two paired-sample dependent t – test have been run. In the case of Spain, the online shopping experience produces utilitarian (M= 3.22, SE= 0.02371) and hedonic value in a lesser extent (M= 2.62, SE= 0.02159) being the utilitarian value significantly higher than the hedonic value, t (1460) = - 22.164 p < .05.

The same result is obtained for the UK as utilitarian value (M= 3.4764, SE= 0.04348) is significantly higher than hedonic value (M= 2.91, SE= 0.04452), t (349) = - 9.502, p < .05.

As a result, in both countries the shopping experience in the Internet is perceived as more utilitarian than hedonic. A first inspection of means reveals higher hedonic and utilitarian value in the UK but it cannot be assumed, as the means in both countries are not being directly compared. In any case it can be said that it is an expected result considering that the Internet has strong functional attributes and the convenience that provides is one of the most valued characteristics for consumers (Camus and Bracewell, 2009) even when research suggests that functionality no longer exclusively drives online buying and that enjoyment is a strong predictor of positive attitude towards e-commerce (Childers et al., 2001).

3.4 Gender differences

The theories previously exposed about gender differences in online shopping settings were contradictory in some way. These gender differences have been tested in our research. Results are shown in Table 31:

Table 31: Shopping values / gender

	Spain		UK	
	Men	**Women**	**Men**	**Women**
Hedonic Value	2.54	2.7	2.88	2.95
Utilitarian Value	3.27	3.17	3.42	3.49

Source: compiled by authors

In the case of Spain, the non-paired samples t-stat shows that he hedonic value perceived by women is significantly higher than the hedonic value perceived by men in the online channel. However there are no significant differences in the perceived utilitarian value. In contrast, in the UK, there are no significant differences in the shopping value, nor hedonic or utilitarian, perceived by men and women when they shop online.

Consequently different theories are confirmed and they can be related with the level of expertise in buying through the Internet, contributing to the extension of the literature about the gender differences in the online context.

4.A shopper taxonomy based on shopping motivations

Consumer segmentation has been considered as a research priority by the Academy of Marketing (Quinn et al., 2007) due to the increasing need of understanding and classifying the different types of consumers (Rohm and Swaminathan, 2004). Extensive knowledge about different shopper segments can help retailers to tailor their offer (Rohm and Swaminathan, 2004) and communication strategy (Arnolds and Reynolds, 2003). For that, it is required to establish which are the proper consumer groups and to implement strategies to get them (Hines and Quinn, 2007).

Consumer segmentation is crucial for the success of e-commerce as well (Barnes, 2007). As noted before, even when consumer behaviour is similar in different countries, variation in key contextual variables must be taken into account (Walters, 1997).

Shopper taxonomies share the common goal of classifying consumers into a limited number of groups that differ from each other. In the last years, consumer lifestyles have fragmented traditional markets, making consumer segmentation difficult to execute (Quinn et al., 2007). In the case of international markets, psychographic and behavioural variables are becoming increasingly important segmentation variables (Walters, 1997) even when demographics have potential too. Marketers and retailers try to identify new insights that let them reach groups of consumers that share a common lifestyle (Solomon and Rabolt, 2009). Specifically the growth of online retailing makes necessary for retailers to understand the specific reasons why consumers buy online (Rohm and Swaminathan, 2004) in order to increase their levels of online satisfaction and loyalty through the implementation of some features and benefits (Wolfinbarger and Gilly, 2001). This is the reason to focus the research on hedonic and utilitarian motivations along with demographic variables as gender and age. The literature about shopping motivations has been previously exposed in the introduction chapter so it will not be repeated here.

First of all it must be noted that fashion clothing is a highly dynamic sector and this makes difficult the establishment of groups of consumers (Hines and Quinn, 2007). Because of that we will perform a revision of consumers segmentations in other sectors in order to connect our groups with them. Some of the segments most frequently identified in the literature are the 'economic shopper', the 'recreational shopper', the 'convenience-oriented shopper', the 'ethical shopper' or the 'apathetic shopper' (Brown et al., 2003). Lesser and Hughes (1986) introduce the 'inactive shopper' who is not motivated to use any channel. Related with online shopping, Smith and Swinyard (2001) developed the Internet Shopper Lifestyle measurement tool to generate shoppers and non-shoppers groups in the USA. The tool was successfully applied in other countries in order to test cultural differences between consumers (Brengman et al. 2003). The shoppers' classification included 3 types of consumers: the 'tentative shoppers' or those who shop online but do not enjoy it and are not sure about its convenience, the 'suspicious learners' who have a negative and fearful attitude toward online shopping being the less inclined to search and buy through the Internet, and the 'shopping lovers' who are attracted to everything linked with shopping online so they buy frequently and enjoy browsing. This last type of consumer have similarities to the 'recreational shopper' (Bellenger and Kargaonkar, 1980) characterized by considering shopping as a leisure activity and enjoying the process itself. The recreational shopper has been traditionally associated to physical channels.

Rohm and Swaminathan (2004) classified consumers based on their shopping motivations in the grocery sector. They considered motivations different than ours but what is more interesting is that even when they focus on the online channel, they take into consideration the physical channel as well. This way, they have groups as 'Store-oriented shoppers' who score low on online motivations. Keng et al (2003) considered the multichannel environment to classify consumers too, offering a holistic view of them through psychographic, demographic and behavioural variables. The same objective underlie in the classification performed by Konus et al. (2008). These authors consider a multichannel retail environment including catalogues, physical stores and online channel. Between the groups found it can be outlined the 'multichannel enthusiasts' characterized for having positive attitudes towards all channels or the 'store-oriented shoppers'. Curiously there is no a group of online enthusiasts. This classification is based on consumers' shopping orientations, same as the shopper taxonomy developed by Brown et al. (2003) where we can find groups described by the shopping orientations that they represent such as ‘convenience-oriented recreational shoppers’ or ‘apathetic convenience-oriented shoppers’.

With a focus on the physical channel, Arnold and Reynolds (2003) developed a shopper taxonomy in order to validate their hedonic motivations scale. They found different groups highly differentiated in terms of gender. Likewise the ‘minimals’ are adult men with low scores in most hedonic motivations in contrast with the ‘enthusiasts’ who are mostly woman with high scores in all of them. The ‘traditionalists' are a more balanced group in terms of age and gender who scores moderately high on most hedonic dimensions.

Building on these classifications we will develop a shopper taxonomy applying these hedonic motivations to the online channel. The hedonic shopping motivations applied are ‘adventure shopping’ or shopping in search of stimulation; ‘social shopping’ to socialize and being in touch with others; ‘gratification shopping’ to reduce stress or to change a negative mood; “idea shopping” to be aware of the last trends and new products in the store and “value shopping” referred to bargain hunting. Apart from these motivations ‘convenience’, ‘selection’ and ‘cost-saving’ are the utilitarian motivations applied. The complete description of these motivations can be found in the introduction chapter.

In order to develop the shopper taxonomy, a two-step clustering procedure using hierarchical and non-hierarchical methods has been followed (Arnold and Reynolds, 2003). The variables applied in the clustering have been the 8 shopping motivations detailed before. Once the clusters were selected, the groups were characterized in terms of gender and age.

In the case of Spain the first step was to perform a hierarchical cluster analysis with the variables selected. An examination of the agglomeration schedule and the dendogram suggested a 4-5 cluster solution. Both options were tested having support for a 4 cluster solution. The second step was to perform a k-means cluster with 4 groups. Clusters were validated through univariate ANOVAs and Tukey HDS post hoc test, being the means of all variables in the clusters significant. Age and gender were included and proved to be significant. The segments obtained are the following:

- Cluster 1 (30.45 per cent): This group does not consider shopping online as an enjoyable activity but they score high in the functional benefits of shopping through the Internet, specifically in ‘convenience’ and ‘selection’. It is composed of a majority of middle-aged males.

- Cluster 2 (28.82 per cent): They are the most enthusiastic online shoppers even when they score highly in utilitarian motives too. ‘Social shopping’ is especially relevant to them and this represents an important opportunity for retailers. They are mostly woman between 16-24 and 25-34 years old and could fit into the ‘enthusiast’ group description (Arnold and Reynolds, 2003). Mintel predicts that this group emerge as the most prolific shoppers in the category (Clifford, 2012). Retailers should support them to create word of mouth (Brengman et al., 2005).

- Cluster 3 (30.45 per cent): They score moderately high in all hedonic and utilitarian dimensions, being ‘gratification’ and ‘idea shopping’ the most important hedonic motives and ‘convenience’ and ‘selection’ the main utilitarian ones. This group sets into the ‘traditionalist’ group (Arnolds and Reynolds, 2003). With regards to demographics, they are slightly more men and more adults than young people. Retailers should give them added value to increase their shopping frequency (Brengman et al., 2005).

- Cluster 4 (10.27 per cent): The smallest group is not motivated at all to buy fashion online, either in a functional or a hedonic way. This could be due to a strong in-store shopping orientation and this could represent an opportunity for retailers to take advantage of all the multichannel touch-points. They could fit into the ‘tentative shoppers’ description or even in the ‘suspicious learners’ one. But they could be close to the ‘apathetic shopper’ as well. There is a balanced representation of all gender and age groups.

Table 32 shows an overview of the clusters found in the Spanish sample.

Table 32: Spanish clusters

Cluster	%	Demographics	Description
Cluster 1	30.45%	Middle-aged men	Score high in utilitarian motivations (Convenience and Selection)
Cluster 2	28.82%	Women, 16-34 years old	Score high in hedonic and utilitarian motivations. (Social shopping)
Cluster 3	30.45%	Slightly more men and more adults than young people	Score moderately high in hedonic and utilitarian motivations. (Gratification and Idea Shopping/ Convenience and Selection)
Cluster 4	10.27%	Balanced representation of all ages segments and genders	Not motivated to buy online

Source: compiled by author

The same procedure has been followed with the British sample. The hierarchical cluster analysis produced an agglomeration schedule and a dendogram that supported a 3-4 cluster solution. After testing both options the 3 cluster solution was chosen. Clusters were validated through univariate ANOVAs and Tukey HDS post hoc test, being the means of all variables in the clusters significant which the exception of age and gender. The k-means clustering for 3 groups shows the following results:

- Cluster 1 (27,56 per cent): They are the most enthusiastic online shoppers scoring higher than Spaniards in all hedonic motivations. Utilitarian motives are important as well. They are the proper ‘recreational shopper’ in the online context and fit perfectly into the ‘shopping lovers’ group description.

- Cluster 2 (35,23 per cent): Highly motivated by functional aspects of online shopping along with ‘social’ and ‘idea shopping’. However, ‘gratification’ and 'adventure' motivations have low association. This group could fit into Mintel description of young fashion consumers who are heavy users of the Internet and social media, but still prefer to go to the physical store to enjoy the experience (Clifford, 2012).

- Cluster 3 (37,22 per cent): Moderate high scores in all the items. They have experience and enjoy shopping online and are motivated by utilitarian aspects as well. Fit into the 'traditionalists' group and into the 'Cluster 3' found in the Spanish classification.

Table 33 shows an overview of the groups found in the British sample. Demographics are not included in this case for not being significant.

Table 33: British clusters

Cluster	**%**	**Description**
Cluster 1	27.56%	Enthusiastic online shoppers.
Cluster 2	35.23%	Highly motivated by functional aspects. Social Shopping and Idea shopping significant as well.
Cluster 3	37.22%	Score moderately high in hedonic and utilitarian motivations.

Source: compiled by author

5. Conclusions and Implications

From a theoretical perspective this research contributes to the extension of the literature about cross-country differences on online consumer behaviour, building on Barnes (2007) and Chai and Paulov (2004) theories. The theories about gender differences are expanded as well and related with the degree of experience in online shopping.

From a managerial perspective this research confirms that there is no homogeneity in the online fashion community, what means that national websites should be designed considering the characteristics of the local Internet users. This should encourage firms as Inditex, Topshop or ASOS to design non-domestic websites in ways that account for the characteristics of national consumers. First, it is critical to work on the barriers perceived by consumers - for example, incorporating elements that reduce the perceived riskiness in the case of Spain - and offering options to make delivery charges more flexible. In both countries, the specific barriers of the category are above the general ones for e-commerce. In order to reduce levels of uncertainty about fit, retailers should improve the information on clothing sizes and fit as well as exploring technologies such as augmented reality, or virtual fitting rooms, that might help to reduce perceived risks and contribute to creating more pleasurable shopping experiences (Park et al., 2005). This is especially applicable to the case of Spain where not just trial, but tactile and visual risks are very important for consumers when they buy fashion online. That suggests the need to apply digital technologies to improve the information and sensory input provided about the garments so that consumers could experience products in a similar way to the store.

Precisely, the creation of superior shopping experiences seems to be key for e-shopping adoption, which makes necessary to reinforce the experiential and hedonic elements of fashion websites because the functional features are inherent to the channel. The recommendations set up for the Spanish case in chapters 1 and 2 can be applied here as well. Retailers should increase the presence of the atmospherics – music, design, sensory elements – and develop more stimulating websites, offering more interactive content, product suggestions or fashion design programs among others. This is the type of experience that is actually being offered by some fashion retailers in the UK. In fact, this can be a key determinant in the consumers segments found given the two main differences between countries that have been examined here. First, the presence of one group that is not motivated at all to shop online in the case of Spain. Second, the presence of a group of authentic enthusiasts of online shopping in the UK. In Spain, age and gender differences between groups were found to be significant and a better understanding of these demographic differences could help retailers to design a tailored strategy. As seen in the UK, as users become more experienced, demographic differences become less apparent.

Definitively the analysis about gender differences let us to confirm different theories and to relate them with the degree of experience in buying online, contributing to the extension of the literature about the gender differences in the online context. In the case of Spain, Workman' (2012) theory is confirmed as men and women have different shopping orientations: women turned out to be more hedonic which contradicts Dittmar et al. (2004) theories in online settings. However, in the British sample there are no significant differences in the value perceived by men and women when shopping online so this confirms Dittmar et al. (2004) theories. Building on the previous epigraph it can be concluded that, as consumers become more experienced in buying fashion online, differences in perceived shopping value between genders become blurred.

Turning to the clusters found in the analysis, retailers can tailor some elements based on these results. Some recommendations have been detailed in the group description as the need to support the most enthusiastic group of online shoppers in Spain to create word of mouth (cluster 2) or the suggestion to give added value in order to increase the shopping frequency of online shoppers who have experience in e-commerce but still are reluctant to use all the potential of the channel (cluster 3 in Spain and UK).

There seems to be a high potential for e-commerce in Spain, especially among young/adult women and adult men, and it will be necessary to improve and promote the digital shopping experience and to motivate the groups who still do not use or do not know the channel. In the UK, retailers must keep on working in offering the best shopping experience and must motivate and incentive the few reluctant people to use e-commerce too.

In the comparison between countries it is interesting to underline that respondents were asked about their favourites fashion websites, as it was explained in the methodology section. For British consumers Asos was their first option, which is remarkable for two reasons. First because Asos is a pure-play player (no physical presence) who has become one of the worlds' largest fashion retailers. Asos has created a user friendly website with a wide range of clothing and accessories, a large number of brands, competitive prices, free returns policy and assistance 24/7. But the most relevant is that Asos is an example of good practice in the translation of the in-store experience to the online environment including the use of some of the technologies mentioned before such as catwalk videos and other interactive features or the creation of a big online community, among others (Verdict, 2013). In the case of Spain, just the 4.3 per cent of respondents pointed out Asos as their favourite online store and this could be due to the lack of experience with the brand, which reinforces the theory exposed in this research. For Spanish consumers Zara is their favourite fashion website, a retailer with a strong physical presence who has been reluctant to go online and started their digital platform as a pure transactional website (Mintel, 2011).

This strong physical presence of fashion retailers in Spain may be determinant in the consumer segments found. Age and gender differences between groups were found to be significant and if we connect these differences with the shopping value perceived by men and women in their shopping experiences, some interesting learning could be taken. Fashion retailers seem to be doing well with males as they score high in the utilitarian motivations to buy online. But in the case of women a bigger presence of hedonic elements in fashion websites would help to motivate them to shop online. In any case, the specific information about these shopper segments can help retailers to tailor their offer, communications and the presence of atmospherics in their websites.

Exploratory data confirms what official reports affirm about search and purchase behaviour in both countries. Spaniards take a predominant place in search behaviour but when it comes to transform this search into effective buying, British consumers rank, undoubtedly, first, especially in the fashion category. In addition, consumers from both countries use different channels in their fashion shopping processes, but Spanish consumers still seems to be very close to the traditional channels while British shoppers use all the potential offered by the Internet.

But despite the differences they have in common that both leads mobile Internet penetration in the UE, which could translate in similar levels in m-commerce and t-commerce adoption in a few years. Nowadays, UK has the leadership in mobile shopping but everything seems to indicate that Spaniards will join the online shopping revolution from their mobile devices.

In is important to remind at this point that online channel is part of a multichannel offer and that consumers use different channels in the same shopping process (even when this chapter is exclusively focused on online channel). In the case of Spain, the role of the store continues to be very important and must be used to generate touch-points with the online channel. Consumers must be driven to the Internet to discover the fashion experience themselves, because sometimes it is not so much that the experience lacks hedonic or utilitarian quality, but rather that consumers are not yet accustomed to it. The mobile Internet, along with social networks, represents a significant opportunity too, allowing retailers to connect with consumers, drive them to the website and get information from them. Regarding the UK maybe retailers should motivate people to come back to the store, offering them a relevant experience there.

As a final conclusion it can be said that the higher or lower level of experience in shopping online really makes a difference and people from different countries have different perceptions and expectations with regards to the process of browsing/buying through the Internet. So, when retailers decide to go global, they must analyse before these cultural expectations for cross-touchpoint capabilities and offer a relevant proposition to consumers.

CHAPTER 4

Multichannel fashion: the role of the expertise in shopping online and cross-over effects between channels

CHAPTER 4

Multichannel fashion: the role of the expertise in shopping online and cross-over effects

Introduction

The previous chapter established that there are differences in the digital shopping behaviour of people with different level of e-commerce expertise and that an important part of these differences are a consequence of the shopping experience in the channel.

At the beginning of this research it was explained that the fashion industry has been slower than other sectors to go online and one of the main reasons is the difficulty to translate the in-store experience to the online environment. In order to bridge the gap between the channels, different technologies such as augmented reality or 3D virtual models have been implemented creating a more informative and enjoyable experience to the extent that the Internet has changed the role that technology plays in fashion retail (Drapers, 2012). Recent data thus shows that fashion has become the fastest growing and most popular category bought online in some countries such as the UK and the USA (Clifford, 2012).

What are the consequences for bricks-and-mortar stores? How are the Internet and digital technology changing the overall fashion shopping experience?. Recent data affirms that the Internet cuts time people spend in fashion stores and that physical stores seem to be losing appeal due to the competence of the Internet. The online shopping experience is completely different to the physical experience and it is mediated by the role of the technology. Therefore it has been suggested that this technological experience could create new expectations for consumers in physical stores. However, there is no concrete research, and specially, there is no academic research concerning cross-channel influences on consumers expectations about their shopping experience in stores, specially looking at the role played by technology. Therefore it seems necessary to look at the consequences that the online shopping experience can have on the physical experience and on the digital experience itself.

The aim of this chapter therefore is, from an exploratory point of view, to determine if the higher or lower level of online expertise makes a difference in consumers' multichannel experience. The research will be focused in the UK case and we will consider physical stores and online channel. The aim of the chapter will be addressed at two levels. Firstly, gaining better understanding about the hedonic and utilitarian value perceived by British consumers in their multichannel shopping experience in fashion retailing. And secondly, determining whether the level of online expertise has consequences on consumers' perceptions and motivations to buy in different channels.

Next, the determinants of the in-store and online experience in fashion retailing are discussed with reference to the consumer perspective.

1. Research Background

1.1 In-store experience and the role of technology

CHAPTER 4

Multichannel fashion: the role of the expertise in shopping online and cross-over effects

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The role of the physical store is evolving but from retailers' perspective it remains the primary point of contact with the consumer (Chu and Paglucia, 2002) and for consumers, shopping in stores prevails as the most popular route to buy clothing as the stores provide the instant gratification of buying the product and experiencing the service (Kilkourse and Rosenblum, 2009). However, the dominance of bricks-and-mortar stores as a retail channel has decreased (Clifford, 2012) with a reduction in the average length of time consumers spend in a store (Chu and Lam, 2007). The ability to shop online results in fewer visits by the consumer to stores (Ernst and Young, 2001), and a decline in their income (Mintel, 2012).

Creating a superior in-store consumer experience is an important element in the generation of value perceptions in retailing (Kerin et al., 1992). Further, the physical store provides a promotional window for the brand and communicates the brand values, exposing consumers to a multisensory experience (Surchi, 2010). The main objectives of the called 'experience stores', 'concept stores' or 'flagship stores' is precisely to encourage customers to develop and enhance their relationships with the brand (Smit et al., 2006). Thus, retailers create memorable experiences to provide a point of differentiation and reinforce consumers' emotional connections with the brand (Healy et al., 2007). The physical store is said to continue being the main point of sale for the next five years, but it is important to acknowledge that stores are becoming just one part of a larger and more connected customer experience (Deloitte, 2011).

Experience that cannot be understood without an appreciation of the role of atmospherics, defined as the conscious designing of space to create certain effects in buyers (Kotler, 1973). With 'designing of space' it embraces everything aspect of the environment that can influence consumers' experience: a positive store atmosphere is essential to the creation of experience, more than just products and services (Hoffman and Turley, 2002). Adopting a holistic approach, atmospherics have a direct effect on the customer experience (Puccinelli et al., 2009, Ballantine et al., 2010) influencing psychological and behavioural shopping outcomes (Donovan and Rossiter, 1982, Bitner, 1992, Steur, 1992, Turley and Milliman, 2000). For instance, atmospherics influence the value perceived by consumers (Babin et al., 1994), impact shoppers' approach or avoidance behaviours (Donovan and Rossiter, 1982) and have effects on shoppers' affect (Parsons, 2011) and shoppers' mood (Chebat and Michon, 2003). In addition atmospherics increase consumers' satisfaction (Babin and Darden, 1996), willingness to buy (Baker et al., 2009) and patronage intention (Babin and Attaway, 2000). Further, in specialty fashion stores, the environment can influence the shopper orientation resulting in different behaviours (Scarpi, 2006).

One of the most extensive reviews of the atmospherics literature was perfomed by Turley and Milliman (2000) who identified a total of 57 cues and classified them in 5 groups. First, the 'external cues', which includes location, building and even the surrounding stores. The 'internal cues' refer to aspects such as flooring, lighting or the role of the music. With 'layout and design clues' the authors cover elements like the placement of the merchandise, the waiting areas or the furniture while the 'point of purchase and decoration' comprise things such as the pictures, the wall decorations or product displays. Last, the human variables refer to both, customers and employees, and encompass elements like crowding or employee uniforms. This physical dimension has particular managerial relevance as it is manufactured and controlled by the retailer to deliver experience for both employees and customers (Zeithaml et. al. 2009). Further it uses measurable stimuli, which facilitates the micro planning of the store atmosphere.

Puccinelli et al. (2009) based on a previous study of Baker et al. (2009) simplify the classification of atmospherics detailed above and refer to three primary sets of cues: design, ambient and social cues. Design cues include both external and internal variables while social cues refer to employees and the presence of other customers. Ambient cues include aspects such as lighting, store layout, music or the use of technology in the store.

Therefore technology is part of the in-store experience (Rosenblum and Rowen, 2012) and it must be used to improve this experience and meet consumer expectations (Kilkourse and Rosenblum, 2009, Drapers, 2012) considering that globalization and changing industry dynamics recommends the use of technologies in order to increase the value offered to consumers (Renko and Kicko, 2010). In addition, technology can create an attractive environment making the shopping experience engaging and memorable (Kozinets, 2002, Deloitte, 2011, Drapers, 2012). Ballantine et al. (2010) refers to the use of attractive stimuli in the store - specifying the use of interactive product displays - pointing out that attracts attention and excites customers. Technologies such as store ordering hubs, iPads, display screens and in general, opportunities to browse online from the store (Bäckström and Johansson, 2006, WGSN, 2012) create a new merchandise layout, making products more accessible and convenient to buy (Euromonitor International, 2009) and influencing consumers' expectations on search efficiency (Pantano and Naccarato, 2010). The introduction of new elements stimulate consumers' interest and attention and are important for inspiring them as well, creating more pleasurable in-store experiences (Bäckström and Johansson, 2006). Technology transforms the appearance of the store as it seems more futuristic and provides an opportunity to introduce new services and customized messages to consumers as much as introducing new entertainment tools (Pantano and Naccarato, 2010).

Furthermore, technology is the key to creating an integrated experience between the different channels. Technology redefines the store experience and store layouts through click-and-collect services, radio frequency identification, shopping assistant services or more advanced technologies such as consumers' mirrors or interactive fitting rooms that connect with social networks (Pantano and Naccarato, 2010, Drapers, 2012). It is important to note that retailers must focus on the technology that is relevant for consumers and really provides value for them (Euromonitor International, 2009). In spite of that retailers have been slow to adopt innovative technologies and many stores are not even mobile or digitally enabled nowadays (Deloitte, 2011). In the near future, it is likely that consumer experience will be more substantially integrated across the physical and virtual environments considering that most of the technologies needed to make this scenario happen are available now. In the fashion industry sensory elements are especially important as consumers look for entertainment when they buy clothing. Therefore the in-store experience should provide a convenient, relaxing and fun environment that makes shopping a pleasurable experience (Chu and Lam, 2007) and technology can clearly contribute to that (Pantano and Naccarato, 2010).

1.2 The online experience

The lack of experiential information (Merle et al., 2012) and physical interaction with the product (Retail Week, 2012) are the main barriers to buying fashion online. As fashion clothing requires a multisensory input (Citrin et al., 2003) it has been proved that this lack of direct experience may lead to less consumer enjoyment in the shopping process (Merle et al., 2012). However, thanks to innovations in digital technologies, this multisensory input can now be translated to the online environment in a number of ways.

The importance of retail atmosphere extends to the online environment (Pucinelli et al., 2009) and websites use atmospherics in a similar way to traditional retail stores (Menon and Kahn, 2002). Despite the inherent challenges, a virtual store allows retailers to manipulate atmospheric variables across time and space. Technological innovation makes it possible to translate variables such as colour, music or light alongside with others such as smell or touch (Menon and Kahn, 2002). These atmospheric cues influence shopper responses during the website visit, increasing the level of pleasure felt by the shopper (Eroglu et al., 2003) generating a positive attitude toward fashion shopping and directly influencing purchase intention (Yang and Young, 2009).

Consequently, technology is blurring the boundaries between the in-store and online shopping experience, assisting consumers to evaluate fashion online (Merle et al., 2012) and creating an interactive and exciting online experience (Siddiqui et al., 2003). One of the main characteristics of the technology applied in the online context is the interactivity that provides (Pantano and Naccarato, 2010) and the main aim of introducing interactive features on e-commerce websites is to increase consumers' perceived consumption value and, in consequence, to satisfy and to retain them (Yoo et al., 2010).

Image Interactive Technology (hereafter IIT) refers to technology that allows the creation and manipulation of product or environment images to simulate actual experiences with the product or the environment (Fiore and Jin, 2003). IIT applied to online shopping settings has proved to reduce the perceived risk associated with an e-retailer, having a positive impact on fulfilling users' needs (Teo et al., 2003, Lee at al., 2010) and on satisfaction with the shopping experience (Teo et al., 2003). Furthermore, interaction with the product generates higher purchase intention than passive information (Schoenbachler and Gordon, 2002) and positively influences the creation of attitudes toward the retailer (Lee at al., 2010, Wu, 2005). IIT plays an important role in increasing consumers' hedonic and utilitarian perceived value too (Teo et al., 2003, Yoo et al., 2010) being perceived entertainment a stronger determinant of attitude toward using product virtualization technologies than perceived usefulness (Kim and Forsythe, 2007)

There are different levels of interactivity, from image enlargement or mix-and-match technology to more advance IIT technologies as virtual fitting rooms (Lee et al., 2010). One example of advance IIT is the 3D virtual model that has been proved to boost online sales and reduce returns (Retail Week, 2012). Consumers can create models with their own image by providing information about their height and weight and then dress their virtual model with their preferred items. With this information, the retailer can automatically make recommendations on matching pieces (Marciniak and Bruce, 2007). Personalization thus looks to become a major trend, with consumers able to create digital profiles detailing their requirements and their preferences, and retailers using these profiles to tailor fashion recommendations (Clifford, 2012).

These different levels of interactivity are supposed to have a different effect on consumer responses. Generally speaking a high level of interactivity positively influences affective aspects of the consumer experience (Lee et al., 2010) and have a positive influence on consumer attitudes toward online fashion shopping (Yang and Young, 2009). If we refer to specific technologies, Fiore et al. (2005) found that mix-and-match technology produces a positive affective response due to the sensory stimulation provided by the aesthetic elements of the products while Lee et al. (2010) proved that the 3D virtual model technology have a positive effect on shopping enjoyment and a negative effect on risk perception. The importance of experiencing enjoyment in the shopping process has been analysed along the research but it is crucial here because it impacts cross-channel behaviour and cross-channel influences (Then and Delong, 1999).

It therefore appears that the online shopping experience must be a balance between enjoyment and functionality (Retail Week, 2012). Precisely online shopping and the digital revolution is one of the most significant influences on consumer behaviour in fashion (Solomon and Rabolt, 2009). Next we will review the consumer' point of view.

1.3 The consumers' perspective

The digital revolution has empowered consumers whose expectations are much higher than before (Rosenblum and Rowen, 2012). They prefer to use multiple channels when shopping (Burke, 2002) and behave different when compared to conventional shoppers. Multichannel consumers spend more money (Lu and Rucker, 2006) and buy more frequently (Kumar and Venkatesan, 2005) but they are also more demanding and expect more from their shopping experiences (Mathwick et al., 2002). They consider their shopping experience holistically and look for an integrated (Zhang et al., 2010) and consistent experience between channels (Roy et al., 2005). That means that they do not think of channels in isolation but combine them and made decisions based on their mood and lifestyle demands (Nicholson et al., 2002). The called 'Reset Generation' exemplifies one group of empowered consumers. The denomination makes reference to those who were born after 1986 and that only know the digital world. They are the most technology-literate generation in history and the most empowered and demanding consumer group ever (Initiative, 2011).

The adoption of new technologies has changed shoppers' behaviour (Deloitte, 2011) and the growth of mobile Internet penetration and smartphone adoption has played an important role on that. Nowadays consumers consider their own mobile devices as the most important form of in-store technology (Forrester, 2011). It has been proved that shoppers who use their mobile phones in a store have 6 per cent more probabilities to make a purchase there, but on the other side, a big percentage of shoppers check competitors' prices in the store (Deloitte, 2011). The growing demand for mobile website and apps confirms the challenge that mobile Internet represents for fashion retailers (Drapers, 2012). Furthermore, smartphones are a great way to drive consumers to the store through location-based technology and the offer of free-wifi (Drapers, 2012).

As consumers bring the social networks to the store, retailers need to think about how to incorporate them into the physical space (Deloitte, 2011). Social networks mean an important challenge as they are becoming a place to start the shopping process, mainly through people seeking advice via Facebook and Twitter (Drapers, 2012). However, it is very common to use social networks to criticize brands, so retailers must take special care of them as a part of their multichannel offer (Mintel, 2012).

Finally it is important to consider that the use of technology in the online environment produces a concrete shopping experience that consumers could miss in the store. From the consumers' perspective the in-store experience has been unchanged for over 30 years (IBM, 2012). Just 53 per cent of multichannel shoppers declared to be satisfied with the fun of shopping in physical stores in the study performed by Burke (2002). They are eager for different experiences and it has already been settled that they are able to pay more for them (Pine and Gilmore, 2011). The consumer knows potentially more about the products and prices in the store than the sales people, so the store experience must include aspects no directly related to the product that add value and differentiation and help to drive consumers to the store (Kilcourse and Rosenblum, 2009). What they expect from stores, in short, is a memorable shopping experience (Mathwick et al., 2002). In the case of fashion shopping they look for attractive stores, large fitting rooms or sensory experiences (Burke, 2002). However, precisely in the case of fashion stores, repeated exposure to the same stimuli can result in reduced affect, which means that consumers get easily bored of the store atmosphere and it is necessary to renew it frequently (Parsons, 2011). Even when the physical store still remains as the main point to buy new clothing, consumers increasingly enjoy doing it online and the shopping experience in the Internet (Clifford, 2012). Consumers looking for an interactive experience prefer 3D technologies such as image enlargement or augmented reality (Siddiqui et al., 2003). They are getting used to this digital experience, which could have consequences for the experience they expect in the physical store, specially considering high experienced users. That will be analysed in the next epigraph.

1.4 Shopping values and retail channels: the role of the expertise in shopping online

The relationship between shopping values and retail channels has been explained in the previous chapters but some issues will be reminded here. It was exposed that the creation of hedonic environments is especially important for products with strong hedonic attributes such as fashion clothing (Childers et al., 2001). Although hedonic shopping value is commonly associated with bricks-and-mortar stores, enjoyment is a strong predictor of attitude towards e-shopping, making social and hedonic motives important not only for shopping in general but for e-shopping too (Childers et al., 2001). The hedonic elements of a website may influence consumers' emotional and cognitive states, creating satisfaction and enjoyment in the online shopping process

(Eroglu et al., 2003) as recent data shows that emotion plays a key role in online purchasing, despite the lack of a physical product to engage with (Retail Week, 2012). As a conclusion, hedonic value is a key element in the prediction of fashion shopping intentions in stores and online. In the case of the Internet, convenience is one of the main drivers of e-commerce with hedonic aspects gaining more relevance especially in the fashion sector. And with regards to the physical store, it must offer an experiential plus that makes the visit worthy.

At this respect, some authors argue that traditional shopping has lost its appeal and charm and that if online shopping continues gaining share of market, the role of the physical store will need to be redefined (Jones et al, 2009). The revision of the online shopping experience made in the previous epigraph could suggest that retailers are concentrating their efforts in the online channel and not so much on the physical stores right now. Precisely it has been suggested that a high level of online shopping experience can create some demands and expectations in consumers with regards to the in-store experience (Eymery, 2010).

Literature about the influence of the expertise in online shopping has been reviewed before too. It was explained that the expertise with the Internet creates positive attitudes toward the channel and is an important predictor of online buying (Scarpi, 2012). In particular, the use of the Internet for browsing increases the likelihood of buying through it (Citrin et al., 2003). Similarly, expertise in buying online has a positive effect on the shopping activity (San Martín et al., 2009) as consumers became more confident with the Internet and perceive less risk in purchasing across multiple channels

(Schoenbachler and Gordon, 2002). In the case of fashion clothing, prior experience with the Internet is the main variable that influences the intention to purchase online and positively affects beliefs about Internet apparel shopping (Yoh at al., 2003).

It is clear that the Internet is changing the role of technology in the store and the shopping experience itself (Drapers, 2012). However, there is a lack of specific research about how a higher level of experience in buying fashion online can influence consumers' expectations and motivations to use different channels, including bricks-and-mortar stores. In short, research about how consumers can have different expectations due to the fact that they are experienced online shoppers.

2. Objectives and structure of the chapter

As set up in the introduction, the main objective of this chapter is to analyze whether the level of online expertise influences and shapes the overall fashion shopping experience and influences consumers' motivations to buy in different channels.

This objective will be addressed at two different stages.

- Firstly, analysing the hedonic and utilitarian value perceptions of British consumers in their multichannel fashion shopping experiences.

- Secondly, determining differences between high and low experienced shoppers with regards to their perceptions and motivations to browse/ buy in different channels.

The lack of specific research about these cross-channel effects on consumer behaviour makes this research exploratory in nature.

2.1 Sample Demographics

For the purpose of this chapter just the British sample has been considered coming to 439 people whose demographics are detailed in Table 34. From the total sample 68.6 per cent were women, while men represented 31.3 per cent. With regards to age, the main segments represented are young people (16-24) and young adults (25-34).

Even when they are not going to be considered for the purpose of this chapter, the table include information related to education, work activity and income level variables.

Table 34: Sample Demographics

Gender	
Male	31.4
Female	68.6
Age	
16 - 24	47.8
25 - 34	37.8
35 - 44	8.9
45 - 54	5.2
Education	
Secondary school only	10.4
Higher education	41.5
Post-graduate	48.1
Work activity	
Full-time worker	40.1
Part-time worker	8.9
Student	47.6
Unemployed	3.5
Income Level	
Less than £600	38.9
From £600 to £999	9.5
From £1000 to £1999	26.8
From £2000 to £2999	13.8
From £3000 to £3999	4.9
From £4000 to £4999	2.3
£5000 or more	4.0

Source: compiled by author

3. Results

3.1. Reliability and validity of the scales applied

3.1.1 Cronbach's alpha

Reliability was examined using Cronbach's alpha coefficient. The reliability scores of the scale dimensions used are presented in Table 35 below, which shows that the factor loadings dimensions are all above .7, score desired for high reliability (DeVellis, 2003).

Table 35: Reliability analysis

	Personal Shopping Value Scale	**Cronbach's alpha**	
Bricks-and-mortar store	Hedonic Value	0.910	0.878
	Utilitarian Value	0.725	
Internet	Hedonic Value	0.892	0.878
	Utilitarian Value	0.724	

Source: compiled by authors

3.1.2 Exploratory Factor Analysis

The exploratory factor analysis applied to the scales used in the British questionnaire was exposed in the previous chapter for the online channel. Now we include bricks-and-mortar stores as well. Thus, construct validity of the Personal Shopping Value scale was confirmed with the use of Exploratory Factor Analysis, applying principal component method with varimax rotation.

The data fulfils the requirements for sample adequacy (Bernal et al., 2004). In the case of bricks–and-mortar stores, KMO 0.900, and in the case of the Internet, KMO 0.892, Bartlett's' test of sphericity was significant in both cases (.000).

All item loadings were greater than 0.4, a level commonly considered significant (Ford et al., 1986). Each item loads higher in its intended factor, which gives preliminary evidence of internal consistency and discriminant validity, confirmed by a correlation matrix in which item correlations were higher within each construct compared with items of other constructs.

Lastly, the total variance explained by the two factors is 55.8 per cent in the case of bricks-and mortar stores and 57.9 per cent in the case of the Internet (Henson and Roberts, 2006)

3.2. Fashion shopping experience

3.2.1 Multichannel behaviour

The multichannel behaviour of British consumers has been already analysed in the previous chapter. Now both channels, physical stores and online channel, will be considered, which makes the analysis more complete and relevant.

First, when people were asked about their last shopping trips to bricks-and-mortar stores, the first thing they had to do is to remember if they had used the online channel before this shopping trip. Thus 38.1 per cent of the sample searched for information about the product, 26.2 per cent compared prices online and 23.1 per cent looked for inspiration in blogs, forums and social networks as it can be observed in Table 36. So, multichannel behaviour is a reality and people interact with channels in different ways.

Table 36: Multichannel behaviour, Online previous to store

Before shopping trip	
Search for information online	38.1
Compare prices online	26.2
Look for inspiration forums, blogs, social networks	23.1

Source: compiled by authors

In order to take more in-depth insight, we have related the multichannel activity previous to shopping trips with the theories previously exposed about demographic differences in shopping behaviour. It should be reminded that Workman (2010) established that fashion consumer groups can be differentiated according to gender. In this case, men were more functional in their multichannel shopping behaviour, searching for information online (43.1 per cent vs 35.7 per cent women) and comparing information online (34.9 per cent vs 21.4 per cent women) while women appeared to be more experiential, looking for inspiration in blogs and social networks more than men (26.1 per cent vs 17.4 per cent). But it is important to underline that these differences in the percentages are very small in the younger age segment (16-24), although they increase with the age of the respondents. So we go further in the analysis of gender differences applying them to the specific multichannel behaviour related to bricks-and-mortar shopping.

Second, respondents were asked about their last shopping experiences in the Internet. They had to remember if they went to bricks-and-mortar stores before that: 21.8 per cent of the people went to the store to see and touch the product and 23.9 per cent to try it on. In this case, no significant differences were observed in the percentage of men and women who went to the store, neither differences based on age consistently with the results obtained in chapter 3.

Table 37: Multichannel behaviour, Store previous to online

Before online shopping	
Go to store to see the product	38.1
Go to store to try the product on	26.2

Source: compiled by authors

3.2.2 In-store and online shopping experience

Following the same procedure performed in previous chapters, the means of the hedonic and utilitarian value for bricks-and-mortars and Internet shopping experiences have been calculated for the total sample. With the objective of comparing both means to assess if they are significantly different, several paired-sample dependent t–test have been run.

The results for bricks-and-mortar stores are presented in Table 38.

Table 38: Bricks-and-mortar stores, hedonic value vs utilitarian value.

	Mean	St. Deviation	t	gl	Sig. (bilateral)
Par 1 HedBMmean UtilitBMmean	-32458	105.309	-6.008	379	.000

Source: SPSS output

The results show that utilitarian value (M= 3.35, SE= 0.04316) is significantly higher than hedonic value (M= 3.02, SE= 0.04353), t (380) = - 6.008, p < .05, for bricks-and-mortar shopping experience, for the total sample. The literature review suggested that the in-store fashion experience should be an enjoyable and pleasurable experience and the hedonic elements are crucial on this. We will analyze the consequences of these results later.

For online shopping, Table 39 shows that utilitarian value (M= 3.4764, SE= 0.04348) is significantly higher than hedonic value (M= 2.91, SE= 0.04452), t (349) = - 9.502, p < .05, for the total sample.

Table 39: Internet, hedonic value vs utilitarian value.

	Mean	St. Deviation	t	gl	Sig. (bilateral)
Par 1 HedOnlinemean UtilitOnlinemean	-55737	109.585	-9.502	348	.000

Source: compiled by authors

As it has been explained in previous chapters, utilitarian value has been traditionally associated with online shopping because of the functional nature of the channel. But considering that recent research shows online fashion shopping as an entertaining and enjoyable activity in the UK, it would be valuable to analyse how the expertise in buying clothing online can influence consumers' shopping experiences and motivations to buy in different channels.

3.2.3 The role of the level of experience in buying fashion online

3.2.3.1 Perceived shopping value

The questionnaire included one question related to the level of experience in buying fashion online of the respondents, considering the extremes of high vs low experience. Hence, 54.7 per cent of the sample claimed high experience while the other 45.3 per cent had low experience. So both groups have a balanced representation.

Based on this result, the sample was segmented in two groups: high versus low experienced respondents. With the purpose of confirming whether expertise really makes a difference, consumers' value perceptions were compared through a one-way ANOVA by taking the means of hedonic and utilitarian value perceived in both channels as dependent variables, and the experience in buying fashion online as the factor. The results shown in Table 40 confirm that there are no significant differences in the in-store (BAM) experience perception for individuals with either high or low experience in buying fashion online. However, the differences are significant for both hedonic and utilitarian value perceptions, in online shopping. So, the experience in the process makes a difference in the perceptions about the online channel but does not affect the perceptions about in-store shopping.

Table 40: one-way ANOVA shopping value low vs high experienced users

Shopping value		Mean	F	Sig.
Hedonic BAM	Low - experience	2,9551	2,241	.135
	High- experience	3,0942		
Utilitarian BAM	Low - experience	3,356	0,13	.910
	High- experience	3,3665		
Hedonic Internet	Low - experience	2,7204	17,233	.000
	High- experience	3,0833		
Utilitarian Internet	Low - experience	3,288	16,207	.000
	High- experience	3,6322		

Source: compiled by authors

3.2.3.2 Hedonic and utilitarian shopping motivations

Consumer motives for shopping are basic to understand consumer behaviour as it has already been set up in previous chapters. In the case of fashion shopping, it is important to know if people with high experience in shopping online have different motivations to buy through the Internet and physical stores than people with low experience in buying fashion online.

Hedonic and utilitarian shopping motivations have been considered with adventure shopping, value shopping, idea shopping and social shopping as hedonic motivations and convenience, cost-saving and selection as utilitarian motivations. Following the same procedure, a one-way ANOVA has been run, taking the hedonic and utilitarian motivations to browse/buy in both channels as dependent variables. The results are summarised in Table 41 and Table 42.

Table 41: one-way ANOVA shopping motivations BAMs low vs high experienced users

Shopping motivations		Mean	F	Sig.
Adventure BAM	Low - experience	2,5253	.798	.372
	High- experience	2,6387		
Value BAM	Low - experience	3,2025	.211	.646
	High- experience	3,1414		
Idea BAM	Low - experience	2,6962	.332	.565
	High- experience	2,7749		
Convenience BAM	Low - experience	3,2278	4.659	.032
	High- experience	2,9895		
Cost- saving BAM	Low - experience	2,8734	3.806	.052
	High- experience	2,6702		
Social BAM	Low - experience	2,8544	1.422	.234
	High- experience	3,0262		
Selection BAM	Low - experience	3,2911	3.192	.075
	High- experience	3,089		

Source: compiled by authors

Table 44: one-way ANOVA shopping motivations Internet low vs high-exper users

Shopping motivations		Mean	F	Sig.
Adventure internet	Low - experience	2,443	1.060	.304
	High- experience	2,5759		
Value internet	Low - experience	3,0633	1.043	.308
	High- experience	3,1937		
Idea internet	Low - experience	2,7152	8.952	.003
	High- experience	3,1204		
Convenience internet	Low - experience	3,6139	16.430	.000
	High- experience	4,0995		
Cost- saving internet	Low - experience	3,4051	25.226	.000
	High- experience	3,9319		
Social internet	Low - experience	2,7152	11.776	.001
	High- experience	3,1204		
Selection internet	Low - experience	3,6709	22.249	.000
	High- experience	4,178		

Source: compiled by authors

In view of the results it can be said that there are no significant differences between low and high experienced online fashion buyers in their motivations to buy in physical stores. However, in the case of the Internet, significant differences in most hedonic and utilitarian motivations can be observed, with the exception of 'value shopping' and 'adventure shopping'.

4. Conclusion and implications

In terms of theoretical implications this research connects with the Servicescapes theoretical framework that recognizes the impact of the physical surroundings in the achievement of organizational and marketing strategies (Bitner 1992). The measureable stimuli of the servicescape are characterized as organizationally controllable to enhance or constrain employee and customer approach and avoidance decisions (Mehrabian and Russell 1974) and to facilitate or hinder employee/customer social interaction (Parish et al., 2008). Bitner consolidated these environmental stimuli into three dimensions: ambient conditions, spatial layout and functionality and signs, symbols, and artifacts (Brady and Cronin, 2001a, 2001b; Hightower et al., 2002; Kotler, 1973; Lin, 2004). The physical dimension is held to be the easiest for managers to understand because it encompasses manufactured, observable, or measurable stimuli that are controllable by the firm to enhance (or constrain) employee and customer actions (Zeithaml et al., 2009).

Additionally, from a theoretical perspective this research contributes to the understanding of the consumer shopping experience in a specific market, the UK, characterised for a high level of development of e-commerce, which results in a different consumer experience compared with other countries. Precisely this strength is the focus of the chapter and what makes the research more challenging.

In terms of managerial implications, it has been already noted the importance of developing relevant experiences in the retail environment according to the paradigm of the economy of experiences. The store atmosphere is crucial for the success of the fashion sector and has a great influence on consumers' patronage intention (Newman and Patel, 2004). In spite of this, fashion retailers are less differentiated in terms of the store atmosphere than they should be considering its influence on consumers' affect (Parsons, 2010). Because of that some authors point out that the physical store could be losing appeal. In addition, the more consumers use and become familiar with online fashion shopping, the more they enjoy the process. This has consequences for stores as well as consumers expect an integrated experience between channels and this implies that presenting the products in a similar style in both channels and creating an overall consistent experience would be beneficial for the multichannel retailer.

The research results clearly show that multichannel consumers do not separate channels when they shop for fashion, which is consistent with previous literature (Roy et el., 2005, Zhang et al., 2010). Furthermore, consumers do not have a clear channel strategy. Some of them simply see and buy the product, either in the store or in a website, while others see the product in a blog, look for the price online, go to the store to try it on and buy it from home because they prefer to avoid queues (John Lewis, 2013). It is not a case of simply using different channels but using the different potentials of each channel. This way, the holistic experience begins before a customer enters in the store and continues after they leave. A good example would be the creation of a customer experience that uses innovative technologies like an intersection of virtual and physical channels with check-in on a smartphone when the consumer get into the store or connect with his/her virtual closets from the store or even connect with the consumer virtually from the physical store and extend the relationship after they leave. Therefore consumers expect a consistent experience between channels and innovations in digital technology and social media means that fashion retailers have never had more opportunities to offer this experience than now. Consistency implies that bricks-and-mortar stores should incorporate the online technologies that are relevant for consumers that will contribute to create a more attractive and engaging environment, motivating consumers to go to the store. The application of technologies in the physical store is also important to have constant feedback and information about consumers' behaviour that can be used for the development of more efficient and customized marketing strategies (Pantano, 2010). Consistency also means that retailers must consider all the devices that are part of the online experience and face the challenge that smartphones represent, considering that mobile devices are currently redefining the in-store experience. Finally, social media networks represent a big opportunity to connect with fashion consumers and to get insights from them in real time.

If technology is key for the integration of channels in the case of multichannel retailers, pure-play retailers that look for a physical presence must consider the importance of the technology in the store, that must be interactive, engaging and seamless, offering brand education and access to the retailer website. These physical spaces should mimic the online shopping experience and must play an important role in testing the market and collecting data for prospective permanent stores and in assisting shoppers to familiarize with the e-commerce offering (Hughes, 2013).

Technology is not a way of differentiation but should be an enabler and enhancer of high-quality customer experience through the offering of technological solutions that make the knowledge transfer easier and fun (Bäckström and Johansson, 2006). The physical store must evolve and include elements from the virtual world that consumers demand in order to create a cross-channel, immersive and meaningful experience (Deloitte, 2011). If the Internet was once seem as a threat to the future of the stores, now technology is the key to the integration of channels and is becoming clear that each channel complement the other. The development of mobile technology will accelerate this trend (Drapers, 2012). Smartphones and tablets are changing the way people shop shifting from desktop-driven online activity to mobile online activity (Walker, 2013). M-commerce is expanding at a rapid pace as mobile device penetration (smartphones and tablets) has increased significantly in the last few years (Ono et al., 2012). Tablet penetration has almost doubled in the last year in the UK, reaching 35 per cent of homes, while UK smartphone penetration currently stands at 67 per cent (Mintel, 2013a). Clothing is by far the most popular category for mobile shopping and fashion seems to work especially well on tablets (Retail Week, 2012; Mintel, 2013a), which represents an important opportunity for fashion retailers.

The experience in buying fashion online makes a difference in the hedonic and utilitarian value perceived by the consumers in the process. That means that retailers should boost e-commerce as a part of a multichannel offer to make the clients discover all its potential. As consumers become more experienced, their motivations to use the channel increase in the same way and they search and/or buy online looking for inspiration about new trends and products. They like to socialize with others in the shopping process which means more opportunities to engage with them through the website. High-experienced consumers are more motivated for utilitarian aspects like cost-saving and convenience as well. This is consistent with the previous research about the positive effects of the expertise in shopping online on the shopping activity and on the creation of positive attitudes toward the channel.

In spite of the evidence that the growth of e-commerce cuts the time that consumers spent in stores, the higher online shopping experience does not have, however, a significant effect in consumers' motivations to go to a store or even in their value perception of the physical channel. However, it has been stated by the literature review that consumers expect a superior in-store experience related with the use of technology. We have seen the importance of the hedonic elements in the fashion shopping experience and how the use of different technologies has contributed to create an enjoyable fashion experience in the Internet. E-commerce should promote the use of interactive and new technologies as part of the shopping experience in the channel and it is expected that, as consumers become more experienced in shopping online, they will expect a similar experience in stores. Bricks-and-mortar stores have shifted from a transactional model to an experiential one -at least in the fashion sector- in which the customer and brand experiences are enhanced. The growth of the called experience stores, concept stores or temporary stores is the answer of fashion retailers to the need to create a superior in-store experience. However, regarding technology, there is no much development yet with the exception of plasma screens to entertain customers (Bäckström and Johansson, 2006).

In any case, the different channels must complement each other as the different consumers, low or high experienced in buying online, will use them in a particular and different way. Retailers need to take time to know these consumers and to understand what they want and how they interact with the brand in order to offer them a relevant proposition. Technology enables the integration of channels and gives new relevance to physical stores. But the most important thing is that technology must not be an end, but a medium to enhance the shopping experience. How it is used to create value for consumers will determine its success (Burke, 2002).

Next, we proceed to develop the general conclusions of this research. Considering the special structure of this thesis we will make a quick review of some of the results explained in different chapters to make conclusions and implications from them.

GENERAL CONCLUSIONS

This final chapter aims to draw upon the entire thesis tying up the various theoretical and empirical strands. However, the extensive development of conclusions, implications and recommendations can be found at the end of each chapter, as stated at the beginning of the research. The contribution and limitation of the thesis are deeply considered here and proposals for further research are outlined.

1. General Conclusions and Implications

It seems that the economy of experiences is the main driver of modern economics dynamics (Sundbo and Dormer, 2008). Goods and services are not longer enough; instead, the demand for experiences has hugely increased over the last few years and consumers are willing to pay a high price for them (Pine and Gilmore, 1998). As a consequence the power of experiences spread to retail settings and the shopping experience emerge as a key element in the physical channel first, and extend to all retail channels later. Bricks-and-mortar stores are shifting from a transactional model to an experiential one and, in the case of e-commerce, experiential aspects are becoming increasingly important to predict shopping behaviour and to influence consumers' emotional and cognitive state.

The importance of the shopping experience comes from the fact that consumers, especially multichannel consumers, are more demanding and have bigger expectations now. They are consumers who have gained power with the digital revolution and precisely, the access to a huge amount of information, product reviews and comparisons, have made them smart shoppers who look for value in every occasion.

Value does not mean just price and retailers can provide value in a number of ways: investing in their physical and virtual spaces, offering exclusivity, acquiring an ethical commitment or working in offering a relevant experience for consumers.

This is the general context that retailers, and specifically fashion retailers, are facing now. They must provide a consistent multichannel experience that should be hedonic and utilitarian at the same time as fashion is considered to be a hedonic product category where the creation of experiential shopping environments becomes crucial in the design of the shopping experience. But utilitarian aspects must be present as well.

Spain is a country highly involved with fashion and it has been demonstrated that for Spanish consumers hedonic value is a main determinant in their search and purchase intentions in physical and virtual channels. However, they perceive their shopping experience in both channels as more utilitarian than hedonic, which makes necessary to carry out significant investments in these shopping experiences. The results were expected for online shopping because the Internet is a retail channel with strong utilitarian attributes, and Spaniards still are not very familiar with it. Additionally Spaniards have a predominantly instrumental perception of the channel. But bricks-and-mortar stores have been traditionally associated to an experiential shopping setting and, in the case of Spain, the 97.6 per cent of fashion retailing is store-based and consequently it has a strong presence in the country.

The influence of the recession can be significant here and the ‘smart shopper’- even more oriented to pure value - is gaining presence with the crisis, which could explain more utilitarian attitudes and the growth of value retailers. However the importance of developing a hedonic experience is even greater now as low-income consumers give more value to experiential issues in physical stores while high-income consumers are more concerned by utilitarian aspects. However neither working situation or income level make a difference in the use of retail channels by Spanish consumers, who still prefer the physical store.

Based on that picture of the situation we can draw some conclusions. First, there seems to be a lack of awareness of Spanish consumers about the possibilities that e-commerce offers in browsing and buying for fashion. Fashion retailers need to promote the online shopping experience and they have to do it through all the touch points with the consumer, to make them discover that experience and overcome the barriers related to security or data protection concerns. Further, the design of a relevant shopping experience in stores and in the Internet is crucial to attract consumers and give added value to them.

The analysis of the shopping experience in Spain and in the UK has shown that retailers should design websites in ways that account for the characteristics of national consumers. Barriers and obstacles to buy online are different in countries with different levels of Internet expertise and retailers must face this reality and design the shopping experience according to it. Thus, in the case of Spain retailers must promote the digital channel through all the touch points with the consumer. Spaniards are heavy users of social networks and mobile Internet what means a lot of ways of communication, lots of them personal. In the UK there is still pace for growth in e-commerce and retailers must face the demands of high-experienced users whose issues are more related to the introduction of new technologies to make informed shopping decisions or instrumental aspects of the process.

Applicable to both countries is the recommendation set up by most academic papers and industry reports reviewed about the need to offer a consistent and seamless experience between channels. Based on authors' recommendations, retailers must design an strategy that recognize that consumers shift from one channel to another in their shopping processes and that the experience begins before a customer enter in the store and continues after they leave. Therefore they should offer a holistic, cross-channel experience, thinking about the role of new media. The declining effectiveness of traditional mass media weak makes complex to reach consumers in a fragmented and increasingly personalized environment. Consequently retailers need to learn to manage consumers' digital connections, especially considering that they are permanently connected.

Spain and UK have similar levels of smartphone adoption and mobile Internet penetration so it is expected that Spanish consumers join the online shopping revolution through their mobile devices. Mobile connectivity gives consumers access to more information instantly and increases social media usage, which reinforces the power of this new media (Walker, 2013, Mercer, 2013). M-commerce is changing the consumption culture and consumers' shopping behaviour. Actually smartphones are considered the most important in-store technology for consumers and that leads to a growing demand for mobile websites and applications, apart from the fact that consumers take the social networks to the store with them what makes necessary that retailers find a place for them in the physical environment (Drapers, 2012, Forrester, 2011, Deloitte, 2011).

Beyond the differences in online behaviour in Spain and the UK, there are important differences regarding the level of integration between physical and virtual channels. Fashion retailers in the UK are, in fact, the best example of channel integration with examples such as New Look and Burberry where we can find a considerable presence of digital technologies in the store, which have consequences for consumer behaviour. It can be said that the higher development of the online experience in the UK have consequences for the physical channel as well even when this exploratory research has no found evidence about differences in shopping motivations between people high and low experienced in online shopping. But there were differences in their perceptions and motivations to use the online channel what means that the more consumers use e-commerce, the more they enjoy the process and are motivated to use it. This is an important learning that could be applied in the Spanish market as well.

Some additional recommendations for retailers based on the literature review are the need to recognize the impact of change of e-commerce in their traditional business models and gear business around an omnichannel structure (Saunters, 2013) and to offer a customized but simple experience to online shoppers (Enders and Jelassi, 2009).

2. Contribution of this research

From a theoretical perspective, this research contributes to the understanding of the consumer shopping experience in a multichannel retail environment for a specific sector, fashion retailing, in two different markets, Spain and the UK.

As an experiential theoretical framework has been applied- hedonic and utilitarian shopping values and motivations - these theories have been extended in some way to a cross-country market context.

In the case of Spain, there was a lack of specific research about the dynamics that influences consumers' shopping experience in different channels, considering these channels altogether and from an experiential perspective (Eymery, 2010). Specifically in the fashion sector, this gap in academic research was more evident.

In the case of the UK, the thesis opens new ways for research in multichannel retailing, specifically in the area of cross-over effects between channels. The possibility that experienced online consumers could expect a similar experience in the store has not been addressed in academic research yet.

Finally, this research contributes to the general literature about fashion and consumer shopping behaviour.

From a managerial perspective, our study also contributes to gain better knowledge of marketing strategies on the Internet, addressing consumers' differences on the bases of attitudes, perceptions and motives for shopping online and in physical stores.
Precisely, in the second chapter we made recommendations about adequate strategies in times of recession based on the literature review and on research results. In fact, as time has passed, some retailers have effectively adopted these strategies and trends in consumer behaviour are following that way.

The comparison between countries with different levels of e-commerce adoption gives the chance to take some learning that can be applicable not just to Spain but to other countries in similar situation. Additionally, learning about the barriers to shop online or the motivations to use different channels can be adopted by fashion retailers to create a shopping experience that fits the needs of Spanish consumers instead of following the same strategy in different countries.

This research has tried to cover some of the issues suggested for further research by relevant academics. Thus, To et al. (2007) established the necessity to make research that related hedonic and utilitarian shopping motivations with the use of retail channels, considering simultaneously the physical channel and the Internet. For its part, Arnolds and Reynolds (2003) stressed the importance of extending the study of the shopping values to channels apart from traditional stores and to investigate how these shopping values differ in their relationship with different retail outcome variables (Jones et al., 2006). Related to the interplay between e-commerce and physical stores it has been suggested that this relationship should be deeply investigated along with the dynamics that influence consumer behaviour in different channels considering these channels simultaneously (Eymery, 2010).

Additionally, some authors pointed out the necessity to investigate individual differences in consumers' online behaviour (Cotte et al., 2006). This research has analysed consumers' differences based on gender, age, income level and working situation and the consideration of different countries makes the research about individual differences even richer.

Finally in terms of managerial implications we would like to highlight some important outcomes taken from Expomanagement conferences (2012), due to the fact that these conferences give special relevance to some of the results of this research. Expomanagement consists of a series of conferences focused on the most important trends in consumer behaviour at the moment that need to be considered by companies. In the 2012 edition it was affirmed that smartphones would be the main device for e-commerce in the following years and that this was not a trend, it was a change and it was the future. In 2020, 70 per cent of the population would be mobile connected and retailers should be prepared for this. The second key issue was the importance of social media. Different speakers insisted on the necessity of monitoring the social conversation looking for trends and opinions because consumers would transform the businesses and would create the experience. The third key issue is related to the power of the consumer who can boost or destroy a company. For that reason some of the experts insisted on the importance of involving the consumer in the creation of content talking about co-creation and collaboration between the company and the consumer (Expomanagement, 2012).

3. Limitations and further research

Even when the main focus of this research is e-commerce, we have not made a difference based on the device used to browse or buy online. Considering the growing potential of tablets and smartphones and their good performance in the fashion sector it is mandatory to do specific research that compares the shopping experience with different types of devices such as desktop computers and touch-screen devices. As indicated before, gestural interactivity on mobile touch-screen devices produces a completely different shopping experience that worth to be analysed. In addition, an omnichannel strategy means that not just transactional channels but interactional channels must be considered and plays a crucial role. Social networks, forums, blogs or applications must be included and analyzed as part of a multichannel offering.

This research provides a broad picture of multichannel fashion shopping experiences. For this reason, the target of the research includes both genders and a wide age range. It would be recommendable to do further research focused on specific targets with high relevance for fashion retailers, such as young people or older shoppers. The same principle applies to the segmentation based on consumers' income-level performed in chapter 2. It has proved to be significant and relevant in many studies. However, given that the different income segments can be composed of very diverse people, especially at this time, it would be appropriate to do additional segmentation. Again, a special reference is made to young people and/or students, who despite being low-income consumers their consumption patterns and shopping behaviour are radically different from other consumers.

Other variable that would be interesting to consider in further research would be 'education'. The 'education' variable has been included in the questionnaire but it has not been finally analysed due to the variety of objectives and analysis carried out in the research. However there are some interesting theories that worth to be contrasted with our data. For instance, Burke (2002) established that education plays an important role in consumers' perceptions about their ideal shopping experience. Thus, higher education consumers were more comfortable using non store channels while lower education consumers were more positive about in-store technologies and accepted most forms of intrusive communications.

The comparison between Spanish and British consumers was focused on their online behaviour. However it would be relevant to consider different groups of consumers based on their motivations to buy in physical stores in a similar way that Rohm and Swaminatham (2004) did.

The importance of technology to create a more engaging and an integrated experience in physical stores has been addressed in chapter 4. The study offers an overview of the benefits of technology to integrate different channels and to create a superior experience. It would be relevant to categorize the different dimensions of this multichannel integration and to determine how these dimensions influence behavioural and attitudinal outcomes. And in order to test specific technologies, laboratory or field experiments would be the best option to determine what is really relevant for the consumer.

The present research is focused on a concrete sector in which the shopping experience plays a crucial role. It would be interesting to apply the schema of this research to other sectors to analyze how the hedonic and utilitarian values influence consumers search and purchase intentions in different channels, so that retailers can adapt their offer and communications to it.

Finally, it would be highly recommendable to complement this research with qualitative inquiry to have deep and rich insight about consumers' experiences in fashion shopping. For instance, it would be relevant to analyse some Spanish forums to realize how people perceive their shopping experiences and how the recession is influencing their shopping behaviour and specifically, their use of retail channels. In addition, a comparison between Spanish and British consumers based on opinions shared in fashion blogs and forums could provide interesting behavioural outcomes.

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APPENDIX

SPANISH QUESTIONNAIRE

La Universidad Complutense de Madrid está llevando a cabo un estudio en España y en Reino Unido para saber como es la experiencia de compra de los consumidores de ambos países. Concretamente, la experiencia de compra de ropa y complementos en tiendas convencionales y a través de Internet. Tus respuestas nos pueden ayudar mucho al estudio de este fenómeno.

Muchas gracias por tu colaboración

SPANISH QUESTIONNAIRE

PARTE I. USO Y ACTIVIDADES REALIZADAS EN INTERNET

1. ¿Con qué frecuencia utilizas Internet?

a. Todos los días o casi todos los días
b. Al menos una vez a la semana
c. Al menos una vez al mes
d. Casi nunca

2. ¿Cuales de las siguientes actividades realizas frecuentemente en Internet?

a. Buscar información.
b. Leer noticias / periódicos.
c. Comprar productos o servicios.
d. Participar en redes sociales/profesionales.
e. Banca on line
f. Leer y enviar mails

Otras:

3. ¿Sobre cuales de los siguientes productos has buscado información y visitado páginas en Internet?

a. Transporte y alojamiento
b. Entradas para conciertos y espectáculos
c. Electrónica
d. Ropa y complementos femeninos
e. Ropa y complementos masculinos
f. Artículos deportivos
g. Libros
h. Alimentación y bazar
i. DVD / música / videojuegos / software

j. Servicios financieros
k. Mobiliario y artículos para el hogar
l. Productos de bricolaje y jardinería.

Otros:

4. Después de buscar información, ¿compraste alguno de esos productos/servicios?

a. Si. ¿Cuál/es?

a. Transporte y/o alojamiento
b. Entradas para conciertos y espectáculos
c. Electrónica
d. Ropa y complementos femeninos
e. Ropa y complementos masculinos
f. Artículos deportivos
g. Libros
h. Alimentación y bazar
i. DVD / música / videojuegos / software
j. Servicios financieros
k. Mobiliario y artículos para el hogar
l. Productos de bricolaje y jardinería

Otros:

(Pasa a pregunta 5)

b. No. ¿Por qué? (marca todas las que consideres oportunas)

- Te gusta ver lo que compras
- Miedo a dar datos personales por Internet
- No te parece seguro/ no te fías
- Desconfianza en las formas de pago
- No es interesante/no lo necesito

- Coste del envío
- Desconocimiento/falta de información
- Dificultad para recibir el envío
- No ofrece ventajas la compra por Internet
- Me parece difícil/complicado
- Poca amplitud de ofertas
- Lo intenté sin éxito

Otras:

(Pasa a pregunta 1, bloque 2)

5. ¿Por qué compraste por Internet? (sólo en el caso de que responda “si” a la pregunta anterior) (marca todas las que consideres oportunas)

a. Precio/promoción

b. Comodidad
c. Facilidad para comparar
d. Mayor oferta/mayor gama
e. Único medio disponible
f. Rapidez en el suministro
g. Por recomendación
h. Por probar

Otras razones:

PARTE II. ROPA Y COMPLEMENTOS. COMPRA EN TIENDAS VS COMPRA A TRAVÉS DE INTERNET

Ahora te voy a pedir que pienses en las últimas compras que has hecho de ropa y complementos para ti.

En primer lugar, piensa en la última vez que fuiste de compras a tiendas convencionales de ropa y complementos.

1. Antes de ir de compras, ¿hiciste alguna de las siguientes cosas?
   a. Busqué información en Internet sobre el producto.
   b. Busqué inspiración en blogs, foros y redes sociales.
   c. Comparé precios en Internet.
   d. Busqué recomendaciones de otros usuarios on line.
   e. Visité algunas tiendas antes.
   Otras:

2. ¿Compraste algo?
    a. Ropa
    b. Zapatos
    c. Bolsos
    d. Otros complementos
    e. Nada
    Otros:

3. En base a esa última experiencia en tienda/s indica tu grado de acuerdo/desacuerdo con las siguientes afirmaciones. De 1 (totalmente en desacuerdo) a 5 (totalmente de acuerdo).

	Totalmente en desacuerdo		Ni de acuerdo ni en desacuerdo		Totalmente de acuerdo
Realmente disfruté de la jornada de compras	1	2	3	4	5
Continué comprando, no porque tuviera que hacerlo sino porque quería hacerlo	1	2	3	4	5
Para mi la jornada de compras fue una especie de evasión	1	2	3	4	5
Comparado con otras cosas que podría haber hecho, el tiempo que pasé de compras fue muy divertido.	1	2	3	4	5
Disfruté de la sensación de “sumergirme” en	1	2	3	4	5

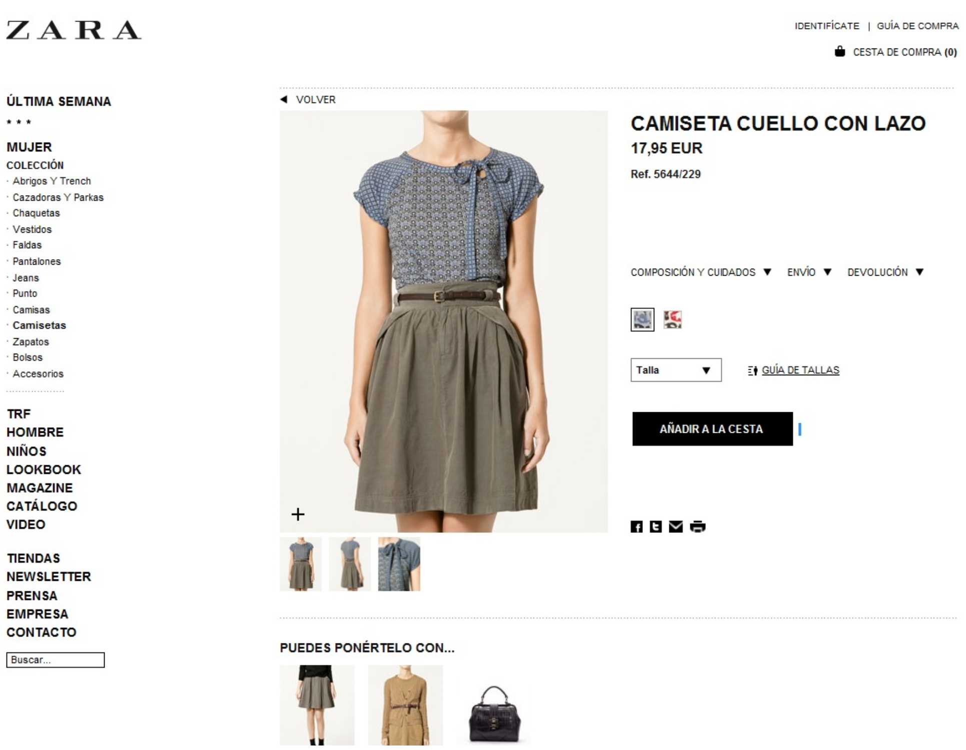
nuevos productos.					
Disfruté de la jornada de compras en si misma, no solo por los productos que compré.	1	2	3	4	5
Disfruté porque fui capaz de actuar espontáneamente.	1	2	3	4	5
Durante la jornada de compras sentí "la emoción del cazador"	1	2	3	4	5
Fui capaz de olvidar mis problemas en ese momento.	1	2	3	4	5
Sentí una sensación de aventura mientras estaba de compras.	1	2	3	4	5
No disfruté demasiado de la jornada de compras.	1	2	3	4	5
Conseguí todo lo que quería de la jornada de compras.	1	2	3	4	5
No pude comprar lo que realmente necesitaba.	1	2	3	4	5
Encontré las cosas que realmente estaba buscando.	1	2	3	4	5
La mayor parte de las veces voy de compras a tiendas cuando hay rebajas	1	2	3	4	5
Voy de compras a tiendas para estar al día de las nuevas tendencias	1	2	3	4	5
Comprar en tiendas es práctico para mi	1	2	3	4	5

Ahorro dinero comprando en tiendas	1	2	3	4	5
Suelo ir de compras a tiendas con mis amigos y/o familiares	1	2	3	4	5
Comprando en tiendas tengo acceso a muchas marcas	1	2	3	4	5

4. En base a tu experiencia ¿Qué piensas hacer en próximas ocasiones?

	Totalmente en desacuerdo		Ni de acuerdo ni en desacuerdo		Totalmente de acuerdo
Continuaré buscando ropa y complementos en tiendas en el futuro	1	2	3	4	5
Las tiendas son un sitio estupendo para buscar ropa y complementos	1	2	3	4	5
Continuaré comprando ropa y complementos en tiendas el futuro	1	2	3	4	5
Las tiendas son un sitio estupendo para comprar ropa y complementos	1	2	3	4	5

Ahora, piensa en la última vez que fuiste de compras a través de Internet. Puede ser cualquier tipo de página Web siempre que buscases/comprases ropa y complementos para ti.



1. Antes de 'ir de compras' a través de Internet, ¿seguiste alguno de estos pasos?

a. Busqué inspiración en foros, blogs y redes sociales.

b. Busque recomendaciones de otros usuarios.

c. Fui a la tienda para ver y tocar el producto.

d. Fui a la tienda a probarme el producto (ropa/zapatos, etc.).

e. Compare precios on line

2. ¿Compraste algo?

a. Ropa
b. Zapatos
c. Bolsos
d. Otros complementos
e. Nada

Otros:

(Si responde nada pasa a pregunta 3, si no a 4).

3. Si no compraste nada, ¿por qué razón fue?

a. Me gusta ver lo que voy a comprar
b. Prefiero probarme las cosas y estar seguro/a de que me quedan bien.
c. Quiero llevarme las cosas en el momento.
d. Prefiero tocar los tejidos.
e. El coste de envío es demasiado caro.
f. El proceso de devolución es complejo.

Otros:

4. ¿Como consideras tu experiencia de compra de ropa y accesorios a través de Internet?

a.Tengo poca experiencia comprando ropa y complementos a través de Internet.

b.Tengo mucha experiencia comprando ropa y complementos a través de Internet.

5. Volviendo a esa última experiencia en Internet indica tu grado de acuerdo/desacuerdo con las siguientes afirmaciones. De 1 (totalmente en desacuerdo) a 5 (totalmente de acuerdo).

SPANISH QUESTIONNAIRE

	Totalmente en desacuerdo		Ni de acuerdo ni en desacuerdo		Totalmente de acuerdo
Realmente disfruté comprando en Internet	1	2	3	4	5
Continué comprando, no porque tuviera que hacerlo sino porque quería hacerlo	1	2	3	4	5
Para mi la compra en Internet fue una especie de evasión	1	2	3	4	5
Comparado con otras cosas que podría haber hecho, el tiempo que pasé de compras en Internet fue muy divertido.	1	2	3	4	5
Disfruté la sensación de “sumergirme” en nuevos productos.	1	2	3	4	5
Disfruté del tiempo que pase de compras en Internet en si mismo, no solo por los productos que compré.	1	2	3	4	5
Disfruté porque fui capaz de actuar de improviso.	1	2	3	4	5
Durante la compra en Internet sentí “la emoción del cazador”	1	2	3	4	5
Fui capaz de olvidar mis problemas en ese momento	1	2	3	4	5

Sentí una sensación de aventura mientras compraba en Internet	1	2	3	4	5
No disfruté demasiado del tiempo que pase comprando en Internet.	1	2	3	4	5
Conseguí todo lo que quería de la compra por Internet	1	2	3	4	5
No pude comprar lo que realmente necesitaba.	1	2	3	4	5
Encontré las cosas que realmente estaba buscando.	1	2	3	4	5
La mayor parte de las veces voy de compras en Internet cuando hay rebajas	1	2	3	4	5
Voy de compras a través de Internet para estar al día de las nuevas tendencias	1	2	3	4	5
A través de Internet puedo comprar sin salir de casa	1	2	3	4	5
Ahorro dinero comprando a través de Internet	1	2	3	4	5
Comprando a través de Internet puedes intercambiar información con amigos.	1	2	3	4	5
Comprando a través de Internet tengo acceso a muchas marcas	1	2	3	4	5

6. En base a tu experiencia ¿Qué piensas hacer en próximas ocasiones?

	Totalmente en desacuerdo		Ni de acuerdo ni en desacuerdo		Totalmente de acuerdo
Continuaré buscando ropa y complementos en Internet en el futuro.	1	2	3	4	5
Internet es una forma estupenda de buscar información de ropa y complementos.	1	2	3	4	5
Continuaré comprando ropa y complementos a través de Internet en el futuro.	1	2	3	4	5
Internet es una forma estupenda de comprar ropa y complementos.	1	2	3	4	5

PARTE IV: INFORMACIÓN GENERAL

Edad: 16-24/ 25-34/ 35-44/ 45-54

Genero: Hombre / Mujer

Formación:

Estudios primaries

Formación professional

Estudios universitarios

Doctorado, master u otra formación de posgrado

Actividad profesional:

Trabajo a tiempo completo

Trabajo a tiempo parcial

Ama de casa

Estudiante

Desempleado

Nivel de ingresos:

Menos de 600 euros

De 500 a 999 euros

De 1000 a 1999 euros

De 2000 a 2999 euros

De 3000 a 3999 euros

De 4000 a 4999 euros

5000 euros o más

¿En qué tiendas compras ropa y complementos más frecuentemente?

¿En qué webs compras ropa y complementos más frecuentemente?

Por favor, déjanos tu mail si quieres estar al tanto de los resultados de esta investigación o si quieres colaborar con información adicional. Muchas gracias por tu ayuda.

BRITISH QUESTIONNAIRE

The University of Oxford is carrying out research in Great Britain and Spain to find out more about the consumer shopping experience in both countries. Specifically, consumer experience in shopping for fashion clothing and accessories in bricks-and-mortar stores and on the Internet. Your answers will be really helpful for the study this topic.

Ethical Info: All data will be aggregated, anonymised and used for academic research purposes only. Data confidentiality will be respected at all times. You may withdraw from the study at any time without giving a reason.

Thank you very much for your collaboration

BRITISH QUESTIONNAIRE

PART I: USE AND ACTIVITIES ON THE INTERNET

1. How frequently do you use the Internet?

a. Every day or almost every day.
b. At least once a week.
c. At least once a month.
d. Hardly ever.

2. What do you usually do on the Internet? (you can mark several options if needed)

a. Search information about goods and services.
b. Read on line news/ newspapers.
c. Buy products or services.
d. Participate in social / professional networks.
e. Read and send emails.
f. Use online banking.
Other:

3. Which of the following things have you searched on the Internet?

a. Transport tickets and acommodation bookings
b. Tickets (concerts / theatre or other entertainment)
c. Electronics
d. Women´s clothing, shoes, bags and other accessories
e. Men´s clothing, shoes and other accessories
f. Sporting goods
g. Books
h. Food and miscellaneous products
i. DVD/music/videogames/software

j. Financial services
m. Appliances and home furnishing
n. DIY and gardening
Other:

4. After searching, did you buy any of the products/services?

Yes. Wich ones?

a. Transport tickets and accommodation bookings
b. Tickets (concerts / theatre)
c. Electronics
d. Women’s clothing and accessories
e. Men’s clothing and accessories
f. Sporting goods
g. Books
h. Food and miscellaneous products
i. DVD/music/videogames/software
j. Financial services
k. Appliances and home furnishing
l. DIY and gardening
Others

(Go to question 5)

No. Why? (you can mark several options if needed)

a. I like to see what I buy
b. Scared of misuse of personal data
c. I don’t think is safe / No confidence in it
d. Mistrust in payment methods
e. It’s not interesting / I don’t need it

f. Delivery charge
g. Ignorance / Lack of information
h. Difficult to receive the delivery
i. There's no advantages in buying on line
j. It seems difficult, complex
k. Small range of products
l. I tried without success

Other:

(Go to part II, question 1)

5. Why did you buy online? (you can mark several options if needed)

a. Price/promotion
b. Convenience
c. Easy to compare
d. Bigger range of products
e. Only means available
f. Fast delivery
g. Following advice
h. To try it

Other reasons:

PART II: FASHION SHOPPING. STORE VS ON LINE

Please, think about your last personal fashion shopping trip to brick-and-mortar stores and your last personal fashion on line shopping experience. By personal shopping we mean buying or browsing clothes and accessories for you yourself.

First, think about your last shopping trip in to brick-and-mortar stores

4. **Before this shopping trip, did you do some of the following things? (you can mark several options if needed)**

   a. I searched on line for information related to the product.
   b. I looked for inspiration in blogs, forums or social networks.
   c. I compared prices on line.
   d. I looked for consumer reviews on line.
   e. I visited some brick-and-mortar stores before.

   Other:

5. Did you buy anything? (you can mark several options if needed)

a. Clothes
b. Shoes
c. Bags
d. Other accessories
e. Nothing
Other:

6. How far do you agree with the following statements?. From 1 (strongly disagree) to 5 (strongly agree).

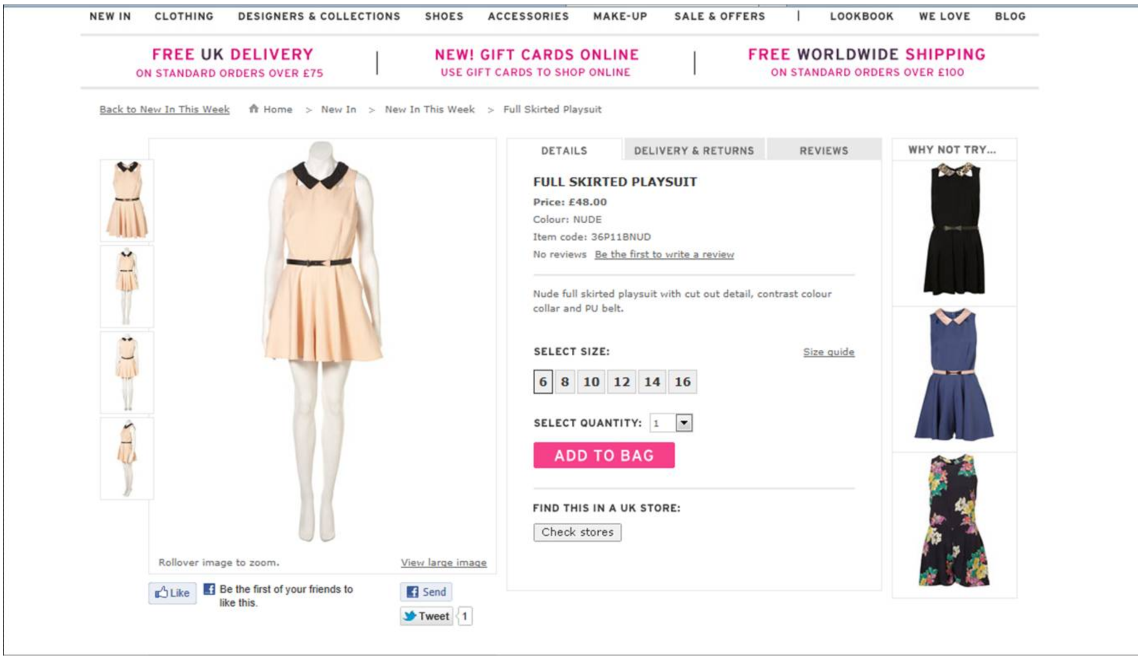
	Strongly disagree		Neither agree nor disagree		Strongly agree
This shopping trip was truly enjoyable	1	2	3	4	5
I continued to shop, not because I had to, but because I wanted to	1	2	3	4	5
This shopping trip truly felt like an escape	1	2	3	4	5
Compared to other things I could have done, the time spent shopping was truly enjoyable	1	2	3	4	5
I enjoyed being immersed in exciting new products	1	2	3	4	5
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased	1	2	3	4	5
I had a good time because I was able to act on the	1	2	3	4	5

"spur-of-the-moment."					
During the trip, I felt the “thrill of the chase”	1	2	3	4	5
While shopping, I was able to forget my problems	1	2	3	4	5
While shopping, I felt a sense of adventure	1	2	3	4	5
This shopping trip was not very enjoyable	1	2	3	4	5
I accomplished just what I wanted to on this shopping trip	1	2	3	4	5
I couldn't buy what I really needed	1	2	3	4	5
While shopping, I found just the item(s) I was looking for	1	2	3	4	5
For the most part, I go shopping to bricks-and-mortar stores when there are sales	1	2	3	4	5
I go shopping to bricks-and-mortar stores to keep up with the new fashions	1	2	3	4	5
Shopping in bricks-and-mortar stores is convenient for me	1	2	3	4	5
I save money shopping in brick-and-mortar stores	1	2	3	4	5
I go shopping to brick-and-mortar stores with my friends or family to socialize	1	2	3	4	5
Shopping in brick-and-mortar stores means that I have access to many brands	1	2	3	4	5

7. Based on your experience. What do you plan to do in the future?

	Strongly disagree		Neither agree or disagree		Strongly agree
I'll continue searching for clothes and accessories in bricks-and-mortar stores in the future	1	2	3	4	5
Bricks-and-mortar stores are a great place to search for clothes and accessories	1	2	3	4	5
I'll continue buying clothes and accessories in bricks-and-mortar stores in the future	1	2	3	4	5
Bricks-and-mortar stores are a great place to buy clothes and accessories	1	2	3	4	5

Now, think about the last time you shopped on line.



1. Before shopping online, did you do some of the following things? (you can mark several options if needed)

a. I looked for inspiration in blogs, forums or social networks

b. I looked for consumer reviews online

c. I went to the shop to see and touch the product

d. I went to the shop to try the product on

e. I compared prices on line

Other:

2. Did you buy anything?

a. Clothes

b. Shoes

c. Bags
d. Other accessories
e. Nothing

(if the answer is 'nothing' go to question 3. If not, go to question 4)

3. Why didn't you buy anything? (you can mark several options if needed)

a. I like to see what I buy
b. I prefer to try things on and make sure that they fit me
c. I prefer to take things home immediately
d. I prefer to touch the fabrics
e. I find the cost of delivery too high
f. I find the return process too complicated, rather costly

Other:

4. How do you consider your experience buying clothes and accessories online?

a. I have low online buying expertise (clothes and accessories)
b. I have high online buying expertise (clothes and accessories)

5. How far you agree with the following statements? From 1 (totally disagree) to 5 (totally agree).

	Strongly disagree		Neither agree or disagree		Strongly agree
This on line shopping experience was really enjoyable	1	2	3	4	5

I continued to shop, not because I had to, but because I wanted to	1	2	3	4	5
This on line shopping experience truly felt like an escape	1	2	3	4	5
Compared to other things I could have done, the time spent shopping online was truly enjoyable	1	2	3	4	5
I enjoyed being immersed in exciting new products	1	2	3	4	5
I enjoyed this on line shopping for its own sake, not just for the items I may have purchased	1	2	3	4	5
I had a good time because I was able to act on the 'spur-of-the-moment'	1	2	3	4	5
Shopping on line, I felt 'the thrill of the chase'	1	2	3	4	5
While shopping on line, I was able to forget my problems	1	2	3	4	5
While shopping online, I felt a sense of adventure	1	2	3	4	5
This online shopping time was not very enjoyable	1	2	3	4	5
I accomplished just what I wanted to during this online shopping experience	1	2	3	4	5
I couldn't buy what I really needed	1	2	3	4	5
While shopping online, I found just the item(s) I was looking for	1	2	3	4	5
For the most part, I shop online when there are sales	1	2	3	4	5
I go on line shopping to keep up with the new	1	2	3	4	5

fashions					
I can go on line shopping without going out	1	2	3	4	5
I save money shopping on line	1	2	3	4	5
Shopping on line you can exchange information with friends	1	2	3	4	5
Shopping on line I have access to many brands	1	2	3	4	5

6. Based on your experience. What do you plan to do in the future?

	Strogly disagree		Neither agree or disagree		Strogly agree
I'll continue searching for clothes and accessories online in the future	1	2	3	4	5
The Internet is a great way to search for clothes and accessories	1	2	3	4	5
I'll continue buying clothes and accessories online in the future	1	2	3	4	5
The Internet is a great way to buy clothes and accessories on line	1	2	3	4	5

PART III: GENERAL INFORMATION

Age: 16-24/ 25-34/ 35-44/ 45-54

What is your gender? Male / Female

Education:

Secondary school only

Higher education

Post–graduate

Income level (monthly):

Less than 600 **pounds**

From 600 to 999 **pounds**

From 1000 to 1999 **pounds**

From 2000 to 2999 pounds

From 3000 to 3999 pounds

From 4000 to 4999 pounds

5000 pounds or more

Work activity:

Full-time worker

Part-time worker

Homemaker

Student

Unemployed

Where do you shop for clothing most frequently? (List provided)

Which web sites do you visit most frequently to shop for clothing on line? (List provided)

Please, give us your email if you want to be updated with the results of the study or if you want to collaborate in further research.